



WAP Storytelling

A Webinar for Strengthening Recruitment through
Powerful Workforce Stories

Your Instructors

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Learning Objectives

1. Understand the role of storytelling, recruitment, and outreach.
2. Learn a step-by-step approach to identify, collect, and craft impactful success stories.
3. Explore strategies for engaging a variety of voices to reflect the breadth of WAP's impact.
4. Create your own Storytelling checklist, aligning storytelling with your goals.

Agenda

- Why Storytelling matters: what makes a GREAT story
- ACTIVITY: What's YOUR story?
- Storytelling in Weatherization - Recruitment Challenges and Opportunities
- ACTIVITY: Creating YOUR Storytelling checklist
- Getting Started

Why does STORYTELLING MATTER?

Storytelling is a strategic way to communicate VALUES, celebrate IMPACT, and INSPIRE future workers by elevating the authentic voices of your workforce.

- **Humanize the work and WAP mission/purpose**
- **Celebrate the variety of work performed**
- **Provide a real sense of purpose and opportunity**
 - *Showcase career pathways*
 - *Grow community trust and brand visibility*
 - *Motivate/inspire the next generation of workers*

Storytelling in Recruitment



bridge the gap between
job seekers
+
meaningful careers

What makes a
great **STORY**?

a GREAT story has...

- ☐ Authenticity
- ☐ Transformation
- ☐ Emotion
- ☐ Purpose
- ☐ Action

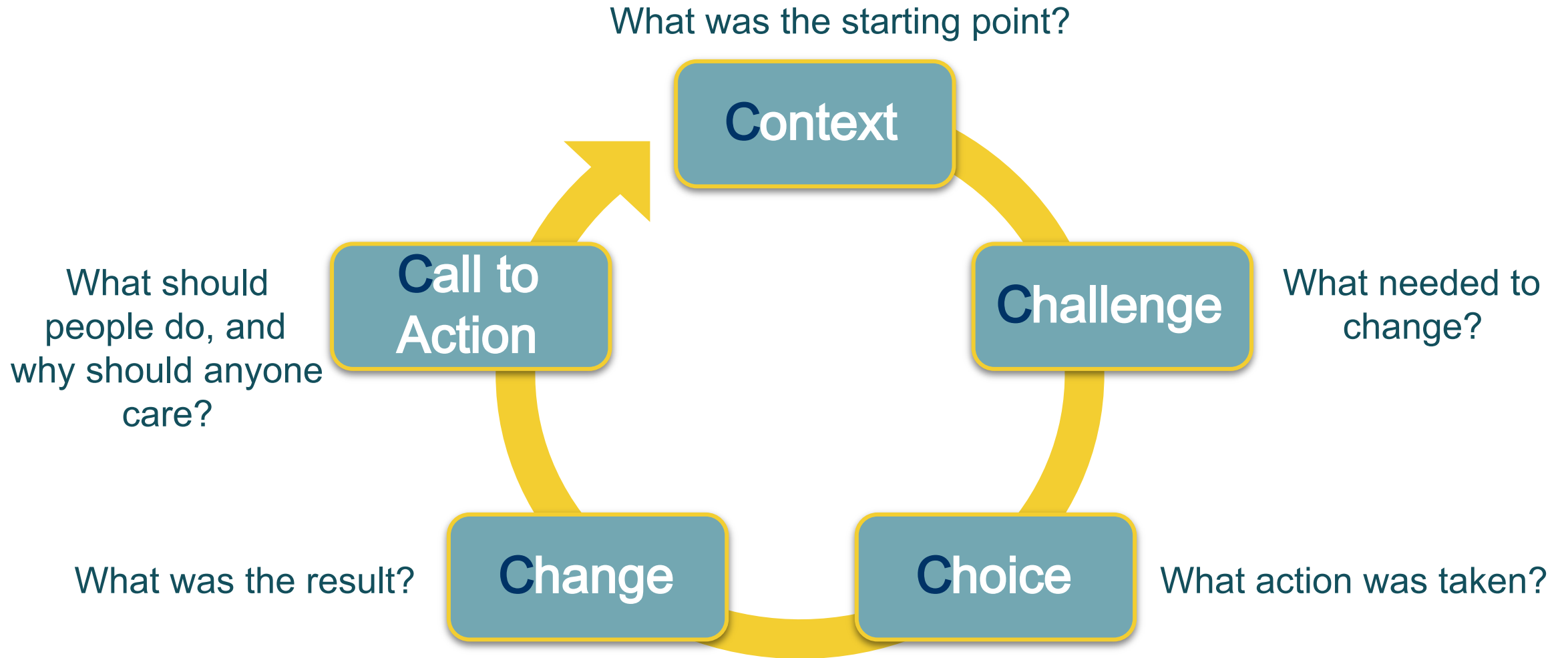


What's your story?

In breakouts, introduce yourself.
Share your STORY (< 5 minutes each).

- ☐ Name and role
- ☐ What brought you to this work?
- ☐ A proud moment on the job and/or a challenge you overcame
- ☐ Your advice/message to someone considering this work

STORY Mapping: the 5-Cs



EVERYONE
HAS A STORY



Storytelling in Weatherization: Recruitment Challenges and Opportunities

Recruitment Challenges & Opportunities

- Understanding Workforce Recruitment Barriers
- How Storytelling Can Overcome Misinformation, Apathy, and Fear of Competition

Types of Stories That Attract Talent

- Career Journeys: Entry to Advancement in WAP
- Voices from the Field: Day in the Life of Weatherization Workers
- Impact Stories: How Workers Make a Difference in Homes and Communities
- Personal Transformation: How WAP Changed My Life

*There is no greater
power on this earth
than story.*
LIBBA BRAY

ACTIVITY: Create YOUR Storytelling Checklist

1

Identify Storytellers

- ☐ Who to feature: frontline workers, supervisors, alumni
- ☐ Variety and representation in storytelling
- ☐ Gaining consent and ensuring comfort

2

Story Collection Methods

- ☐ One-on-one interviews
- ☐ Video testimonials
- ☐ Written spotlights
- ☐ Social media snippets
- ☐ Story circles and peer conversations

3

Crafting a Compelling Narrative

- ☐ Story structure: beginning, turning point, resolution
- ☐ Emotional hooks and authentic voice
- ☐ Tips for writing and editing worker stories

4

Multimedia and Visuals

- ☐ Capturing strong photos and videos
- ☐ B-roll and field footage
- ☐ Using infographics to highlight impact

A Milestone to Celebrate in STORIES



Happy
50th Anniversary



The Weatherization Assistance Program (WAP) was established on August 14, 1976, when President Gerald Ford signed the Energy Conservation and Production Act into law

Getting Started with the Toolkit: Tools, Templates, and Resources



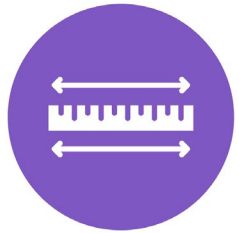
Storytelling Templates and Tools

- ☐ Story Interview Guide
- ☐ Release Form Template
- ☐ Social Media Post Template
- ☐ Photo/Video Guidelines



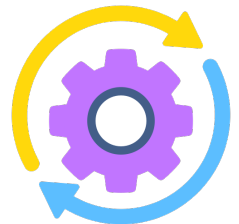
Case Studies

- ☐ State and Local Success Examples
- ☐ Metrics: How Storytelling Supported Hiring Outcomes



Measuring Impact

- ☐ Tracking engagement and recruitment metrics
- ☐ Evaluating story reach and response
- ☐ Continuous improvement of the storytelling strategy



Resources and Support

- ☐ NASCSP Communications Support
- ☐ Peer learning groups and contacts
- ☐ Sample stories for inspiration



*“No one dislikes a person
whose story they know.”*

- Meg Wheatley, American writer,
teacher, speaker, management
consultant

Key Learning?

Appreciation?

Commitment?

