

ETHICAL STORYTELLING



**INVEST IN SAFE,
ETHICAL, AND
EFFECTIVE STORIES
AND
STORYTELLERS**

MAXWELL
consulting
GROUP

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WHAT IS ETHICAL STORYTELLING?

Ethical storytelling is an approach that builds effective, safe, and dignified stories. We equip organizations to share stories responsibly, invest in first person storytellers, and decrease the use of harmful storytelling approaches.

At the Maxwell Consulting Group, we believe in treating the stories of marginalized folks and nuanced topics with great care, especially in public focused communication. Exploitive storytelling damages people, communities, movements, and brands.

ETHICAL STORYTELLING



- Ethical stories are honest without being graphic or exploitive
- Are educational and well researched
- Have informed and living consent
- Inspire engagement, not shock
- Result in responsible action
- Safely deliver your intended purpose

UNETHICAL STORIES



- Unethical storytelling neglects to think critically and design storytelling processes responsibly, and may use some of these tactics;
 - Coerced Advocacy
 - Hero Theft
 - Trauma Pornography/Trauma Tourism
 - Slactivism
 - Story Washing
 - Time Dishonesty
 - Irresponsible Consumption

DEMAND FOR STORYTELLING

Increasingly, storytelling is playing a significant role across all sectors, such as:

<p>Government</p>	<ul style="list-style-type: none"> - Public Awareness Campaigns, Reports, Research - Standing Committee Hearings - Policy Development Processes - Building Political Narratives - Grant Applications, Reporting, Data Analysis - Community Consultation Processes - ATIP Requests
<p>Public and Private Sector Business</p>	<ul style="list-style-type: none"> - Marketing, Communications, and PR Departments - Promotional Campaigns - Environmental and Social Responsibility Efforts - Charitable Giving and Philanthropy - ESG Reporting - Community Advocacy and Lobbying - Employee Recruitment Materials
<p>Non-Profit Organizations</p>	<ul style="list-style-type: none"> - Fundraising Campaigns, Donor Relations - Boards, Advisory Committees, Lived Experience Inclusion - Grant Applications, Reports - Education, Events, Conferences
<p>Media</p>	<ul style="list-style-type: none"> - Print Media/Outdoor Media: newspapers, magazines, books, banners, billboards, brochures, flyers - Broadcasting Media: Television, Radio, Movies, Documentaries - Internet Media: Social, Online Forums, Podcasts, Video Games
<p>Justice</p>	<ul style="list-style-type: none"> - Public Awareness and Safety Campaigns - Media Releases - Teaching Case Studies

SERVICES FOR ORGANIZATIONS

1. DEVELOP FOUNDATIONAL ETHICAL STORYTELLING STANDARDS

What is your organization’s approach to storytelling? Are you considering telling a story that involves marginalization or sensitive issues? Who needs to be at the table to tell your story? How can you create an equitable experience?

- We build comprehensive approaches that help you tell effective and safe stories.
- We establish point to point (inception to distribution) ethical storytelling standards that center dignity, inclusion, and powerful communication.
- We can help you proactively assess and decrease risk. We specialize in designing safe pathways for persons with lived experience to contribute meaningfully to organizational storytelling. Services include:

Application and Accountability	Storytelling Values	Types of Stories You Tell
Developing Promotional Materials, Consent Forms	Engaging Lived Experience Consultants, Focus Groups, Advisory Committees	Accountability and Feedback Loops
Justice, Diversity, Equity, Inclusion, and Accessibility	Research	Ethical Recruitment/Treatment
Consumption Goals	Risk Discovery and Registers	Risk Assessment/Sizing
Risk Ratings, Management, and Mitigation	Campaign/Project Review	Public Apologies

SERVICES FOR INDIVIDUALS

2. FIRST PERSON STORYTELLER DEVELOPMENT

Have you been approached to share your stories or lived experiences? Are you wondering how to engage in a way that is safe and makes a difference?

- We provide trauma informed, culturally sensitive individual and group training for folks considering engaging in first person storytelling.
- We build capacity with individuals contracted by organizations to grow as storytellers and experience equity in the process.

Personal and Family Safety Planing	Developing Representation Materials (Such as Bios, Websites, Profiles, Teaching Materials)	Values Discovery
Communication Strategies	Core Message Development	Setting Compensation Rates
Personal Psychosocial Wellness Planning	Identifying Risks and Boundaries	Navigating Negotiations, Advocacy
Planning for Travel	Taxes and Business Considerations	Contract Review

WHAT OUR CLIENTS ARE SAYING

"We were passionate to bring to life a story that involved marginalized communities who had experienced violence and discrimination. Your work helped us engage ethics from start to finish, and transformed the way in which we tell these types of stories. From trauma informed interviewing to participant psychosocial support, your work helped us raise up a dignified narrative that will contribute to Canada's history. "

Documentarian, Canada

"We wanted to share the story of our corporate responsibility efforts and the cultural and gender diversity we had within our team. But the way we were doing it continued to come off like virtue signalling and tokenism. The Maxwell Consulting Group helped us learn how to tell the right storytelling narratives that were safe, ethical, and effective. It's resulted in an increase in our team engagement, and an elimination of unintended risks it was causing them. "

Current Client, Fortune 500 Company

The logo for Maxwell Consulting Group is contained within a white square with a black border. The text "MAXWELL" is in a bold, uppercase, sans-serif font. Below it, "consulting" is written in a lowercase, cursive script font. At the bottom, "GROUP" is in a bold, uppercase, sans-serif font.

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