

# Telling the Co-op Story

## Patricia Cumbie

CDS Consulting Co-op



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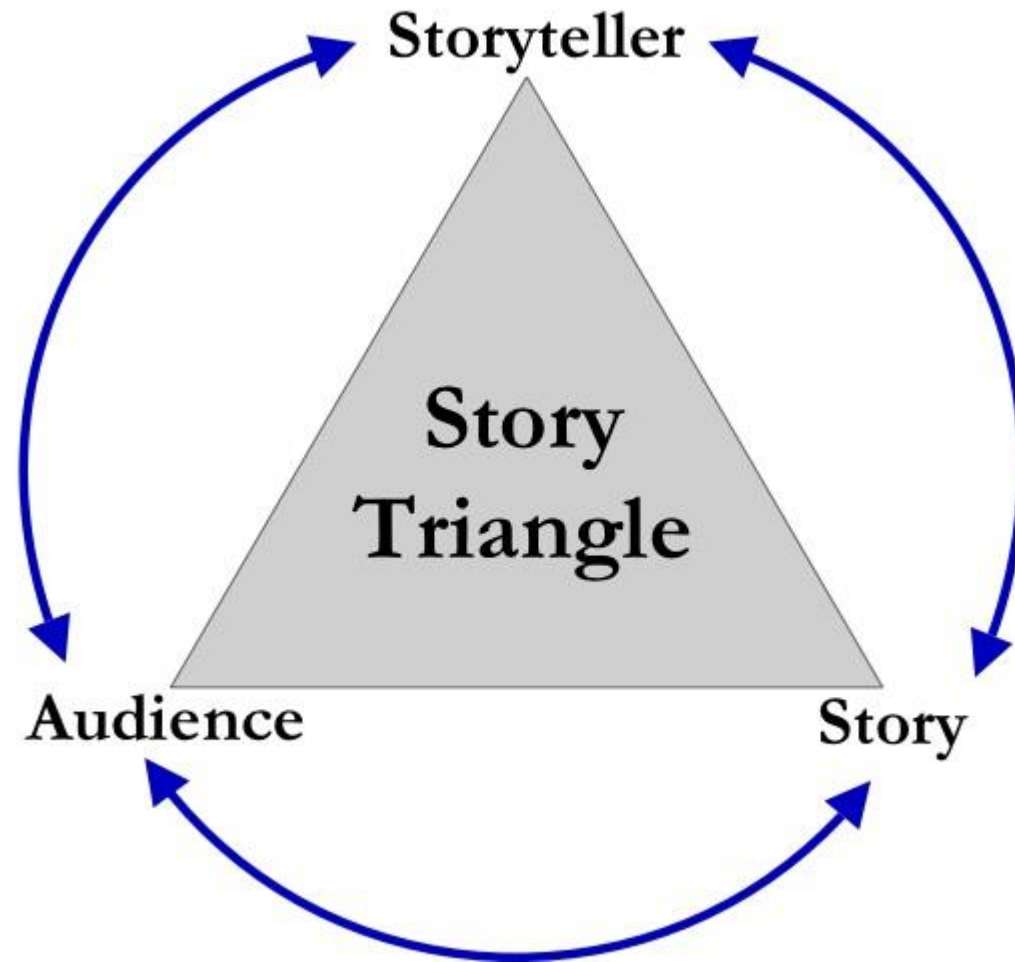
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# Purpose of Co-op Storytelling

-  Foster belonging through personal connection
-  Invite others to be part of the action, to tell their own stories
-  Encourage growth and vitality
-  Perpetuate benefits of cooperation

# Ingredients for Successful Storytelling

# Action

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# Ingredients for Successful Storytelling

# Change

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# Ingredients for Successful Storytelling

# Strong characters

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# Ingredients for Successful Storytelling

# Context

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# Ingredients for Successful Storytelling

# Emotion

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# Five Ingredients for Successful Storytelling



Action



Change



Strong characters

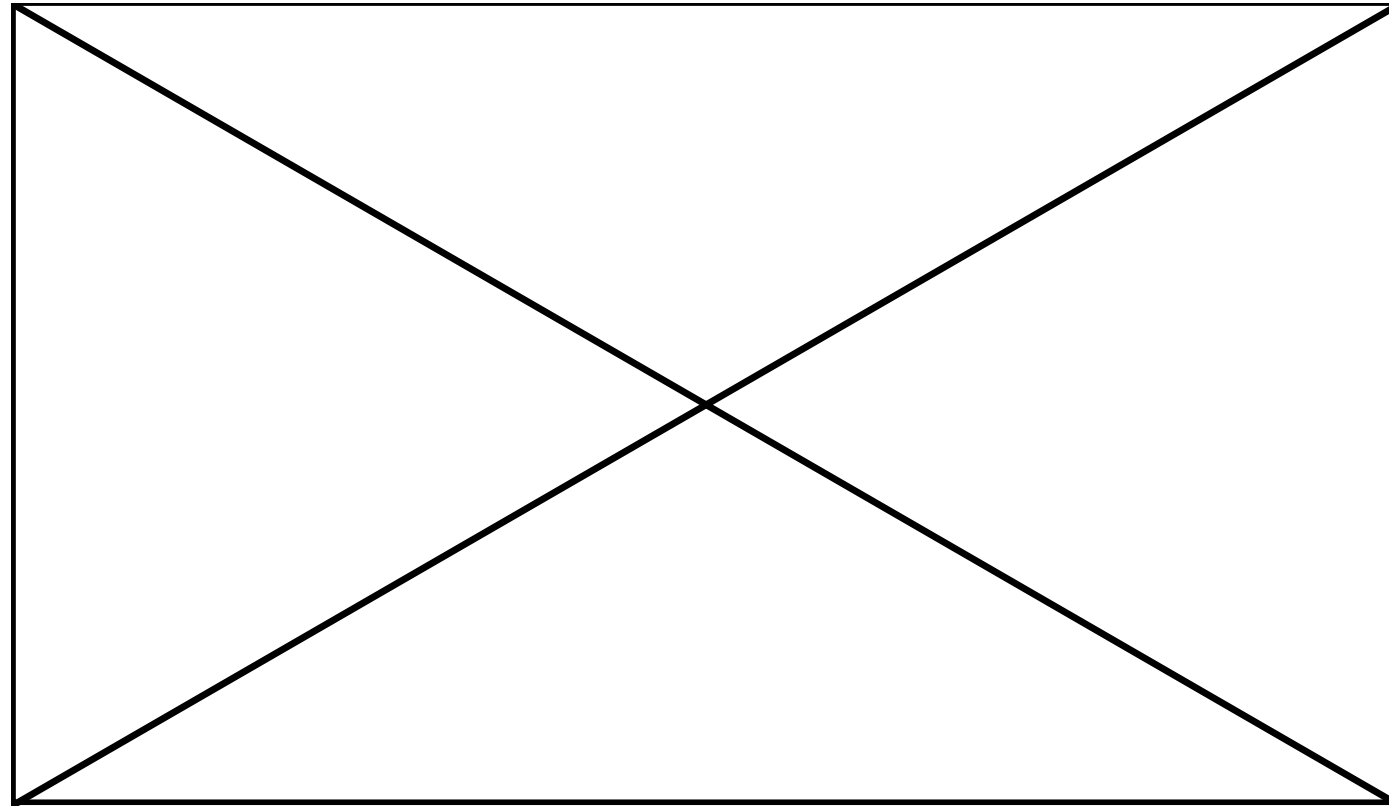


Context



Emotion

# Organic Valley

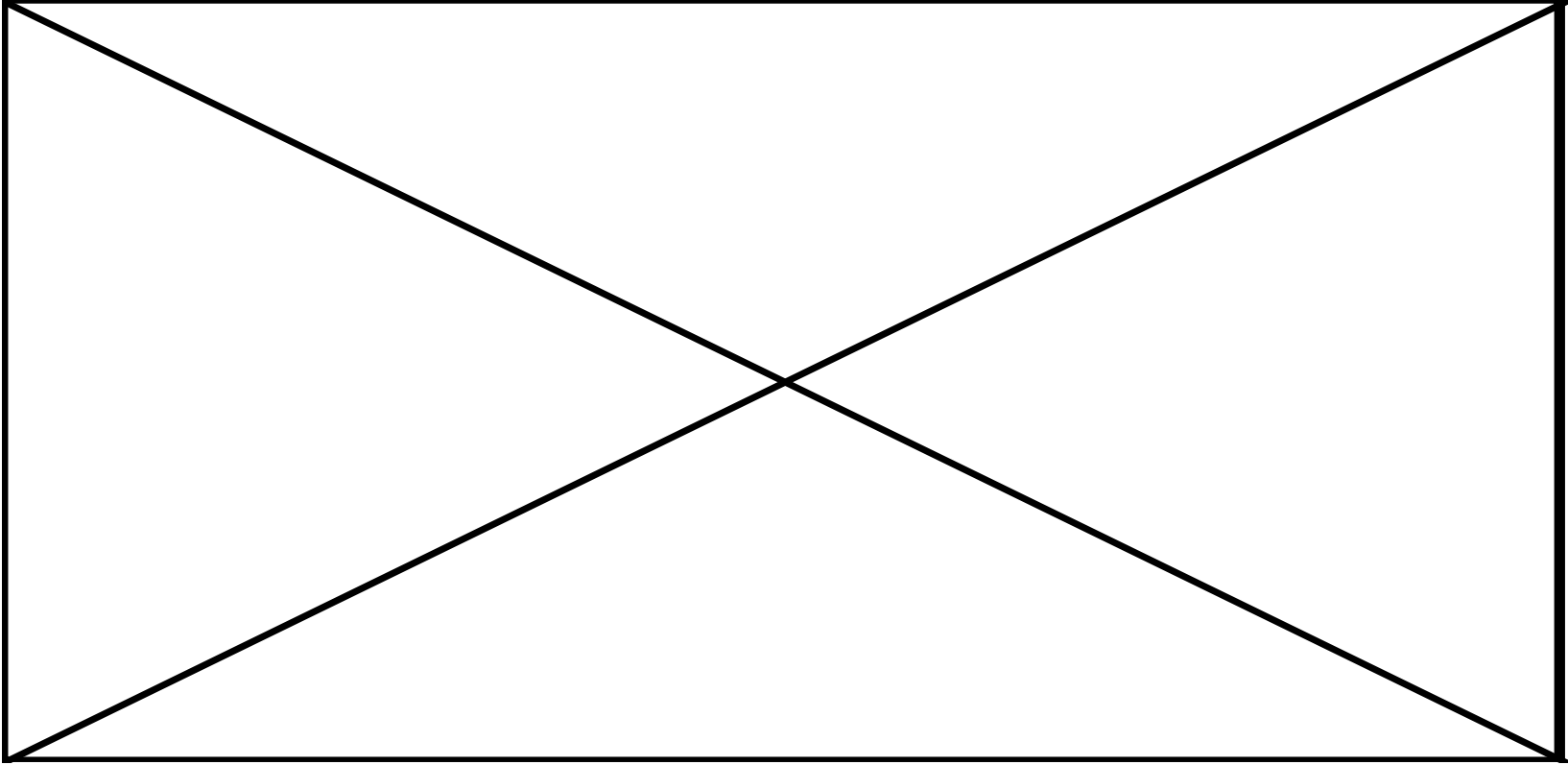


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# Renaissance Food Co-op

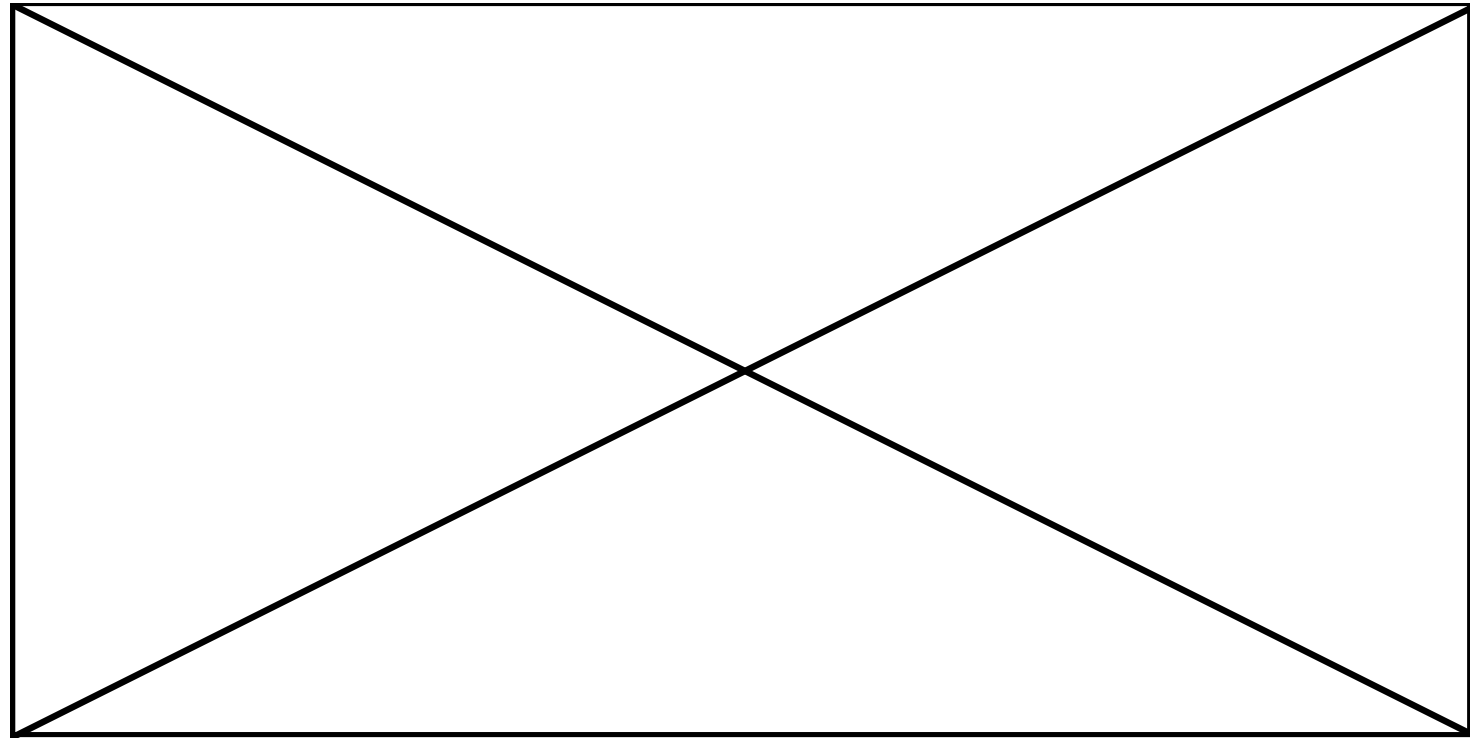


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# Suncoast Credit Union





Three Rivers Co-op Natural Grocery & Deli

Follow Board

20 Pins

117 Followers



Teresa's co-op focused "I Believe"

Uploaded by Three Rivers Co-op Natural Gr...



Jessica (and Kenneth)'s "I Believe"

Uploaded by Three Rivers Co-op Natural Gr...



Alison's "I Believe"

♥ 1

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Real Fit, Real Mom's "I Believe"

Uploaded by Three Rivers Co-op Natural Gr...



Mandy's "I Believe"

Uploaded by Three Rivers Co-op Natural Gr...



Scott, Board of Directors President

Uploaded by Three Rivers Co-op Natural Gr...



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