



WRITING TRAINING “STORY OF CHANGE”

SUMMARY

Story of change is one of methods for monitoring and evaluating the impact of the programs that have been carried out. The method of writes the story of change to help catch the true story about the changes experienced and capturing the dynamics of knowledge from beneficiaries, put the beneficiaries as an important material in program implementation, and the synergy of the program implementor with stakeholders. With the capturing of knowledge it is that appears is replicated and modified on the similar programs. This approach is an interesting method to involved the stakeholders and external audience to understood the progress/changes that occur through a story, by prioritizing the perspectives and experiences of side directly involve in the activity process. The story of change is also a way to take over the continuity of learning to internal members partner and stakeholders of a program.

Jakarta, 18th-19th December 2018

PART 1 : INTRODUCTION

CEA implementation in Indonesia can be bridged with various parties (government, company, laborer, small traders, farmers) to examine the running of business with a human rights perspective in Indonesia. Generally, implementation CEA 2017-2018 can synergize the importance of stakeholders, through lobbying and advocacy to stakeholders and beneficiaries. In the two-year period program, CEA partner found many changes related to implementing a business with a human rights perspective.

Program reports from CEA partner institutions while this can only be enjoyed by fellow partner, not reached public consumption. The result of the report of partner institutions as long as they were verification of the truth assumptions of the program being a behavior. Most of the program reports are minimal with testimony and the dynamics of change in the field. Then, there is a need from CEA partner institutions to be able to present the reports in the form of stories from the point of view of the beneficiaries as a program subject.

To respond to these needs, so the capacity building of partner institutions must be held to support reporting of program implementation in years period 2017-2018. Story of change in CEA program documented learning will be announced to the public through various forms of media, that the implementation of business with a human rights perspective can be done in Indonesia as long as there are synergies from policy maker, private sector, and smallholders.



"The report in the "story of change" form is a program implementor responsibility to inform the change experienced by the beneficiaries and stakeholder."

Mardiyah Chamim, Director of TEMPO Institute.

Implementation program report in the story of change form can inform the dynamics during the program occurred in the form of hope for success although on the process achievement of results. Indeed the story behind the achievement of the results can be a report that is proper reading by the public. There are many stories in CEA program implementations, but is not able to be informed in an interesting and inviting for the reader. Training of "story of change" writing is reflection from CEA partner in Indonesia who need the ability to inform the reports in popular writing of reports which was then accommodated by Penabulu Foundation in order to strengthen the capacity of CEA partner.

PART 2 : THE PURPOSE OF THE ACTIVITY AND EXPECTED OF THE RESULT

The training “Story of Change” writing aims to :

1. Given understanding of the method writing reports that story telling from the perspective of the program beneficiaries.
2. Improving writing skills “Story of Change” on program staff in CEA partner.
3. To encouraged the story of change documentation in the CEA implementation in Indonesia.

From the training “Story of Change” writing expected the CEA partner can get :

1. Understanding the use of writing method “Story of Change” in presenting the report.
2. Using / practicing a “Story of Change” that is interesting and easy to understand.
3. Documenting the story of change from all CEA partner institutions in Indonesia.

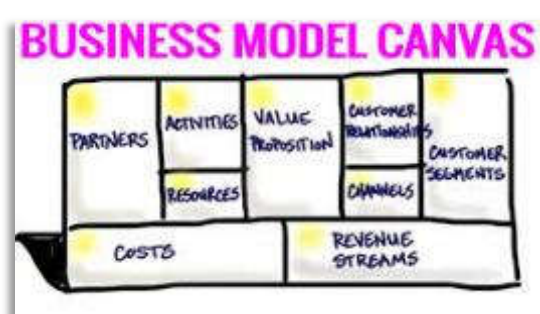
PART 3 : MATERIAL OUTLINE

1. Techniques for narrating story of change

The capacity of Institute TEMPO in the world of writing no doubted. Writing method on the TEMPO Magazine give priority to *indepth reporting* make an event that seems simple to be special because of factual data mining and written in a coherent and careful manner. Story telling became important to be done by the program implementor because the writing than tells the story will not be refused by the reader. Through the story of change, implementor program can be display in changes from the starting point until the point reached. In the process there is learning that can be taken from a program or project.

Program implementation can be likenes to a business, where is a product that can attract the public attention there is a story about raw materials, producer, packaging selection, until the consumers are targeted by these products.

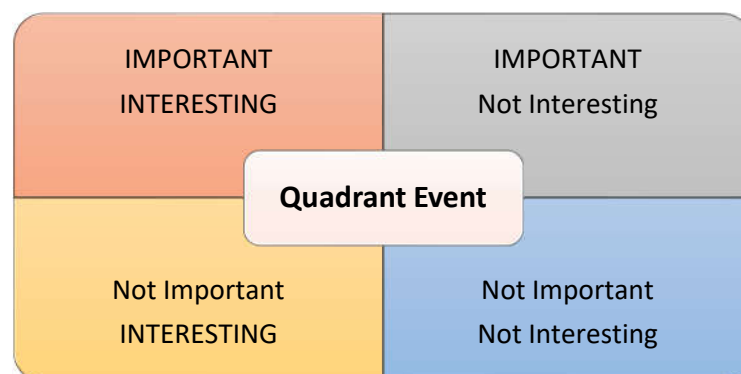
To make writing story of change, the writer can adopt the *business model canvas*. From this model the writer can choose the story about the **partners** involved, the **activities** carried out, the **resources** that support the achievement result, the **value** obtained in the process of implementing program, and **customer segments** program. While the **channels** is an important thing to consider in the writing process, because the media can influence the writing stlye. In writing Story of Change, the writer does not need to inform the **costs** and **revenue stream**, because this second things are not for public consumption.



Generally, story of change form is a feature, which all the part of news are considered important to be read by the public. In the context of CEA, the writer needs to pay attention to the seven main things can be selection in writing, they are :



From the seven things, not all aspects can be included in a writing. The process principle of writing story of change are : **1 WRITING = 1 ANGLE = CONSISTENT**. So the writer need to formulate key questions as an escort in accumulation data although a report in writing process. From key questions arranged, the writer still be consider in quality of the report and approximating interest of the report reader through the **quadrant event**.



Writing a story of change needs a intensive practice and observant observation skills. Because this report based on data with the election character in a story and influential to be model of change in program implementation.

2. Effective Writing

On the report writing usually done, often not paying attention to language rules. Finally found a sentence structure that complex, so it is difficult to find the core in a sentence. On the report writing, especially story of change, using effective sentence to be very important because arranged sentences need to obeyed principle that include the use of punctuation mark, using letter, and writing of word.

Language is always patterned. From the pattern, rules are established. This is still ignored in general writing report. The mistake in choosing word, punctuation mark, and the arrangement of letters can make the readers to be confused, fooled or deceived. The good sentences contain the elements, among there **subject – predicate – object – statement**.

In **effective writing** sessions, the participants more practice in accurately of language. This sessions become more interactive, because each participants can directly on the style of wrting is done.



"The principle of effective writing sentence is one breath. If the breath does not finish in one sentence, the sentence is very long."

Uu Suhardi, Editor Language of TEMPO Magazine.

PART 4 : LEARNING PARTICIPANTS

The training participants from CEA partner to give expression impression of the training last for two days. The following are three impression of learning on activities, they are :



"In implementation program many important things but is not interesting. While the tasks-oriented learning outcome must be important and interesting. The existence of story quadrant becomes a new approach and makes a new advocacy ."



"The training is like treating longing, because it was get critical on the idea plot and work that always leaped."



"Writing report and research results inclined to be monotonous. Whereas to interest the attention of young people (milenial community) needed unique things for they are can be interested in a story."

PART 5 : CLOSING

Write is like a tree. The writer must be focused and finished one part or the story before move to another parts. Paragraph in sequence most important for watch over and idea framework of the writer. CEA as a program be spaced long relative should be produced changes to stakeholder and customer segments. Those changes to be an ammunition for written in the story of change series and logical, along with can widely publicized.