Writing Success Stories Quick Guide

This resource has been created to support development of success stories. While the example is fictitious, the purpose is to provide an example of what elements are in a success story.

5 Main Elements of a Success Story

## Example of Success Story

**Bobby Blastoff [1- Full Name]** was recently hired at **Launching and Landing [2 – Company Name]** based in **Marshalltown, Iowa [3 - Location].** Launching and Landing focuses on cultivating talent for **information technology [4 - industry]**. Bobby was hired as a **technologist [5 - Occupation]** working alongside some of the brightest minds in space exploration **making $27 an hour** **[6 - Background]**. He chose IowaWORKS to support him, as he wasn’t certain about his job prospects following his military service **[7 - Background].**

He met with a career advisor at the Marshalltown IowaWORKS who helped him understand how to apply the skills he gained in his military career as a civilian **[8- Why IowaWORKS]**. His career advisor connected him to training and education programs leading to an offer to start his career as a technologist with the innovation and technology division at Launching and Landing.

**A picture containing indoor, person, preparing, table

Description automatically generatedBobby said, “IowaWORKS gave** me an opportunity to gain exposure to a new field, learn from experts, and leverage my experiences and background in the military. I was most surprised by the exposure and level of access I was afforded to organizational leaders and challenging problems.” **[9 - Quote]**

**[10 - Include a photo release form for individual pictured]**

**Resource:** Download [Writing Success Stories PowerPoint](https://goose-ukulele-xbxz.squarespace.com/s/IowaWORKS-Sucess-Story-Training-PPT-2022.pptx).