

# 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. As we continue to gain programmatic expertise and experience and develop successful partnerships and relationships with employers, training providers, and job seekers – we want to hear success stories! We want to consider ways to amplify these stories using platforms like our website, newsletters, Facebook, LinkedIn, and more. **Please send these stories by the 5<sup>th</sup> of every month.** We will follow up with you if we need more information.

## Help us share your story!

Stories illustrate our work in a way that numbers can't. Stories elicit empathy in the reader and make our work real to our audiences; they show exactly how we help lowans. When collecting a story, the following guidelines may be helpful.

### 5 Main Elements of a Success Story

**Share basic standard information about the featured individual.** Include elements like person(s) full name, city and state, program name, industry, and occupation(s).

#### Basic Information



**Communicate the individual's background.** Let readers know if an individual jobseeker is new to the workforce, leaving military services, overcoming challenges like incarceration or homelessness. Also let readers know if a program is specifically designed to serve people with a particular background.

#### Background



**Help the reader understand the answer to 'why IowaWORKS?'.** Discuss the benefits of services from the individual or employer perspective. Share how the services provided helped train the jobseeker.

#### Why IowaWORKS?



**Discuss the specific outcomes.** Include the hiring business name, industry, occupation, and wage of the jobseeker. Specific information like this will encourage jobseekers and businesses to utilize services available through IowaWORKS.

#### Outcomes



**If possible, include a quote and/or one or high-quality photos (square or rectangular, and a minimum of 1080px along the short edge) and photo release form.** An ideal photo showcases a person or program in-action. Include a quote that brings the story to life.

#### Photo/Quote



## Success Story Elements

1. **Full Name** - Bobby Blastoff
2. **Business Name** - Launching and Landing
3. **Location** - Marshalltown, Iowa
4. **Industry** - Information Technology
5. **Occupation** - Technologist
6. **Wage** - \$27 hr
7. **Background** - Transitioning from military
8. **Why IowaWORKS** - career advisor... helped him understand how to
9. **Quote (if possible)** - "IowaWORKS gave me an opportunity to..."
10. **Photo (if possible)** - Photo of participant

## 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.



**Bobby 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]

## Resources

- [Writing Success Stories PowerPoint](#)
- [Success Story Template](#)