

EXERCISE 6 Worksheet

Your team should have a collection of videos, both from churches and secular institutions, and some idea of what inspires you in each.

Task 1

Allow each member of the team to share the videos they brought, and explain what they like about each.

Take note of common themes between videos:

Task 2

Make a list of the top three videos that your team likes:

#1 _____
#2 _____
#3 _____

Try to distill what works well about these videos. What draws you to them? The flow or pace of the video? The colors? The actual words being spoken? Is it how the video communicates some aspect of the company or community? The ethos?

Take down a few key points about what you could emulate to tell your story: