



Advocacy Storytelling Worksheet

Storytelling is an essential part of the advocacy journey. Your story, and the story of program and construction management, helps educate decision-makers and puts policies into perspective. Use the information and space below to craft your advocacy story. Remember to keep in mind the Story of Self, Story of Us, and Story of Now:

STORY OF SELF	Share what it is that you do – who you are, what your role entails at a higher level. How many projects do you work on? What types of projects and what role do they serve in the community? How does your position <i>help</i> a project? What value does using a construction or program manager add?
STORY OF US	Connect that role, and the value it brings, into the larger picture – how does this benefit the community? If you have an example of project where a PM/CM was a gamechanger, share it. Talk about the economic impact your position provides to the community, the state.
STORY OF NOW	Connect those pieces into the purpose for your visit – draw the link between your personal story and the direct ask you’ve come to make. <i>This is why the issue I’ve come to discuss is so important...</i>

What is your role? What services do you / professionals in program and construction management provide?

What are the essential parts of being a CM/PM professional that you would want lawmakers to know?

How has CM/PM experience, or a CMAA certification shaped your work? Does a certification matter to you? If so, why?



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Why are these services you provide important to the project? To your company or organization? To the community?

Is there a project you or your company have worked on that illustrates the benefits construction and program management professionals provide? Tell us about it.