

EDITORIAL: Strategic Storytelling & Media

Impact remains invisible until it is articulated. I use editorial writing and audio-visual media to take your work beyond its immediate field, ensuring the thinking behind the initiative is clear and its relevance is seen by partners, funders, or the public.

When this is relevant

- **Impact & Leadership:** The thinking behind your work is strong, but it isn't yet articulated as a clear **leadership vision or impact** that everyone can understand and agree on.
- **Industry Specificity:** Your work is technical or specialized and needs to be understood by audiences beyond your immediate field.
- **International Scope & Growth:** You need consistent materials and **real-life cases** to support new partnerships, funding, or work on at international scope.

Possible Deliverables & Formats

- **Leadership Support:** Written or filmed interviews that articulate the thinking and the "Why" behind the initiative.
- **Impact Insights:** Analytical articles and interviews that situate the impact-envisioned or already happening-within a broader industry or societal context.
- **Short Documentaries:** Professional short films (3-5 min) introducing the project and demonstrating its real-world relevance.
- **Case-Based Stories:** A toolbox of real-world stories showing how the work translates into practice. These are designed for engagement and organizational growth, and can be integrated into various communication and outreach activities.

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