

FOR YOUR HR MANAGER

Collecting data is an important first step in building a compelling Four Story Brand.

The following questions will help identify opportunities for storytelling that lie within your company's history.

What is the company's mission, and what is the vision behind it?

Why was the company founded? What were the circumstances?

What inspired the founder?

Does the vision of then correspond with the vision your organization has now?

What values does your company consider to be most important and why?

How do those values manifest themselves in actual company activities?

How are these values communicated internally and externally?

How can you factually describe the company's historical development?

How did the company overcome its greatest crisis? What does this say about the company's values?

At any point in time has the company undergone a change in course? What prompted the change?

When did the company experience its greatest successes? What happened?

What anecdotes about important people and events are still being told within the organization today?

A Guide to Employee Storytelling

Because your employees are the people who embody your company's values and culture on a daily basis, they are a natural resource for stories.



- To uncover valuable employee stories, you can begin by interviewing those employees you know to be the best representatives of your company's values. Employees who have a natural gift for telling stories are also a great place to start.

Consider the following questions:

- How do you describe the company to friends and family members? What stories do you use to describe it?
 - What stories do your colleagues tell you?
 - What makes this a special place to work?
- Take a look at any specific way an employee has stood out or made a difference, professionally or personally. This could make for great storytelling content.
 - Follow up any leads you gain during the process. If several individuals tell a story in bits and pieces, find the original source of the story so you're able to get the full picture. Take the time to verify.
 - Always consider what the stories say about your company's values.
 - When training new and existing employees, use storytelling as a tool to help you reinforce these values. Storytelling helps illustrate what a company looks for in its employees in a way that is memorable and relatable. Stories help guide employees in their day-to-day activities while building unity and strengthening communications.
 - The CEO is the front man or woman of your organization, so their actions have symbolic significance. To uncover these powerful CEO stories, begin with those employees who interact with the CEO on a daily basis and consider the following questions:
 - Are there any particular rituals or actions that the CEO is well known for?
 - Has the CEO been involved in any major successes, or helped the company through a crisis and/or tough times?
How did he/she do it?
 - What do these stories say about your company's values and management style?