

unlock the



POWER of Storytelling



Oxytocin boosts empathy and drives action. Increased oxytocin encouraged participants in one study to give 20% more money to charity.

80% of millennials AND 78% of Gen Xers

prefer to communicate face-to-face versus virtually.

1. Craft an amazing story.

A GREAT CORPORATE STORY...

- Goes beyond dollars and cents
- Touches employees' emotions
- Offers a compelling rationale for change
- Taps the company's brand, culture, vision and history

Engage the senses.

Stories with sensory detail and vivid metaphors light up 8 brain areas for greater focus and retention.

An emotional story releases

47%

more oxytocin (the "trust" hormone) than the same story emphasizing facts.

2. Align and equip leaders as storytellers.

Speak and act differently. Small shifts speak LOUDLY. How will everyday speech and presence manifest your story?

The messenger IS the message.

3. Help employees see themselves in the story.

Elect change ambassadors.

Employee advocates reinforce your story at every level of the organization and harness "word-of-mouth" power.

Employee social shares reach 20x more people than equivalent brand shares.

Employees will encounter your message 3-5 times before it resonates.

LEADERS MUST...

- Demonstrate expertise & fairness
- Seem friendly and "in-tribe" to listeners
- Read the audience
- Tell the story in their own words
- Manifest the story in everyday work life

Make it REAL

Ground your story in actual employees and situations.

Work together. Collaborative experiences make strangers into teammates with a shared mission.

CONNECT THE DOTS How does your story apply to each employee's experiences and job?

4. Tell your story with knockout campaigns.

5. Bring your story to life with experiences.

COMPANIES THAT INVEST IN BRINGING THEIR STORY TO LIFE HAVE...

- Lower employee turnover
- Higher productivity
- Less pricing pressure
- Greater innovation
- Outperform the stock prices of their competitors 8 to 1

70% of on-the-job learning results from experience. 10% stems from formal training. 20% from relationships.

A VISUALLY-DRIVEN STORY...

- Is 45% more memorable
- Improves comprehension up to 400%
- Motivates listeners 40% more than text alone

6. Recognize. Reinforce. Reward.

87%

of employee recognition programs reward workers for time served—only 17% of employees value that recognition.

Shine a light on successes.

Elevate stories of employee successes. Connect specific wins to your company's broader story arc.

© 2015 Gagen MacDonald. All Rights Reserved.

Need help activating your story in your organization? Email: m.wheaton@gagenmac.com

SOURCES: The New York Times, Study by Paul Zak of Claremont Graduate University, 2009. Proprietary research sponsored by IPR / Gagen MacDonald, 2015. SHIFF's eLearning blog. 360Marketing.com, Center for Creative Leadership, U.S. Bureau of Labor Statistics, www.entrepreneur.com, Corporate Culture and Performance by John P. Kotter and James L. Heskett, 2011, Bersin & Associates Study, 2012

Gagen MacDonald
www.gagenmacdonald.com