

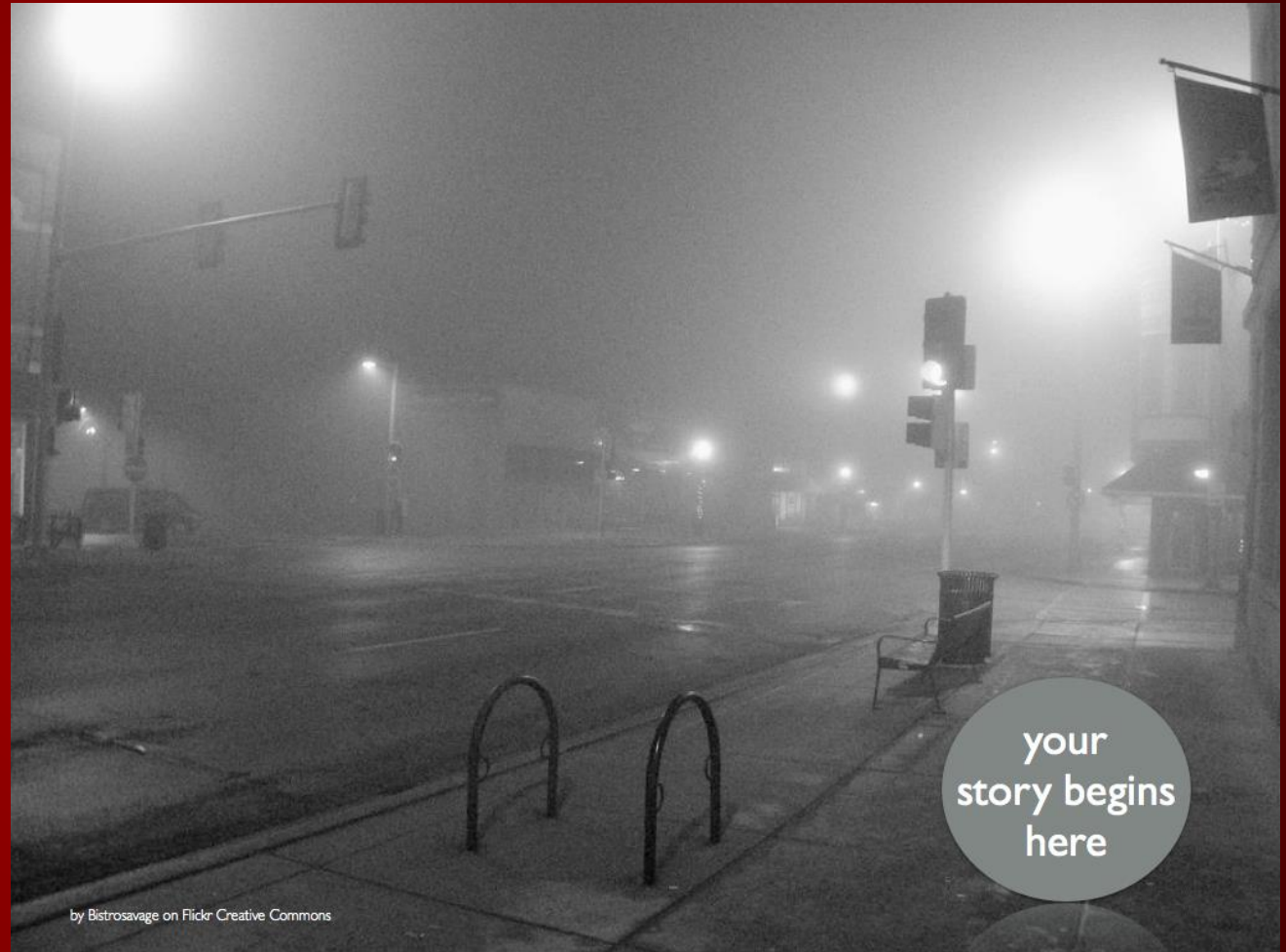
THE VALUE OF NARRATIVE

IN CORPORATE COMMS

Teresa Schmedding • Rotary International • managing editor
@tschmedding
ACES • 2017

TODAY'S AGENDA

- Why now
- Value of emotion
- Value of narrative
- What is narrative
- What not to do
- What to do



WHY NOW?

Hyperconnected people
are inundated with
information.

You need to stand out
from the clutter.



Getting information off the
Internet is like taking a
drink from a fire hydrant.

Mitchell Kapor

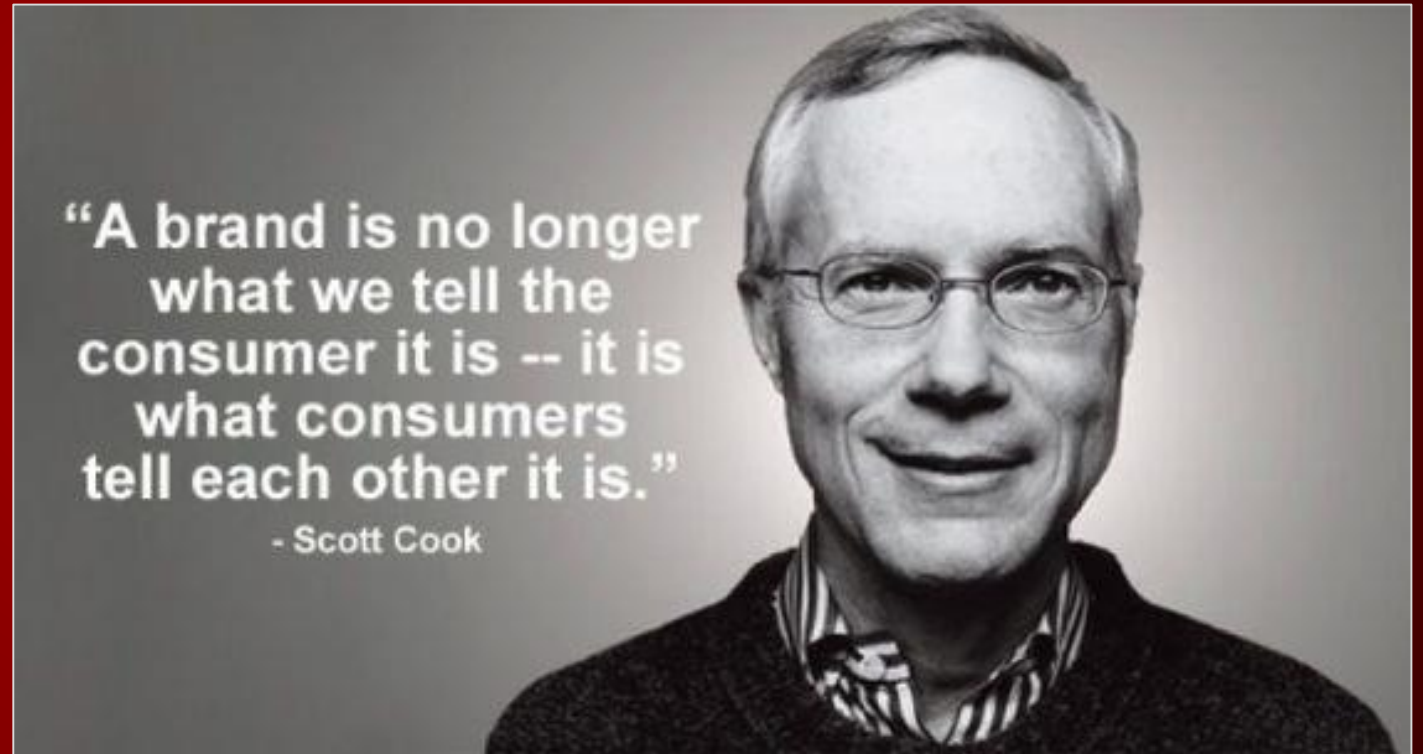
EVERY 60 SECONDS ONLINE



<http://www.dr4ward.com> @drDR4WARD

UP YOUR GAME FOR DIGITAL

- New digital and social media platforms have raised the bar
- All businesses are global and local
- Conversations are no longer bi-lateral or linear
- Internet is one huge echo chamber



BUZZWORDS: BRAND NARRATIVE

- People want emotional connection
- Sell a feeling not a product



WHY EMOTION IS EFFECTIVE

- 85% of buying decisions are subconscious
- Facts shape decisions, emotions anchor them

"Metaphors are best received by the brain because the brain thinks in pictures, not words."
Jurgen Klaric



WHY NARRATIVE IS EFFECTIVE

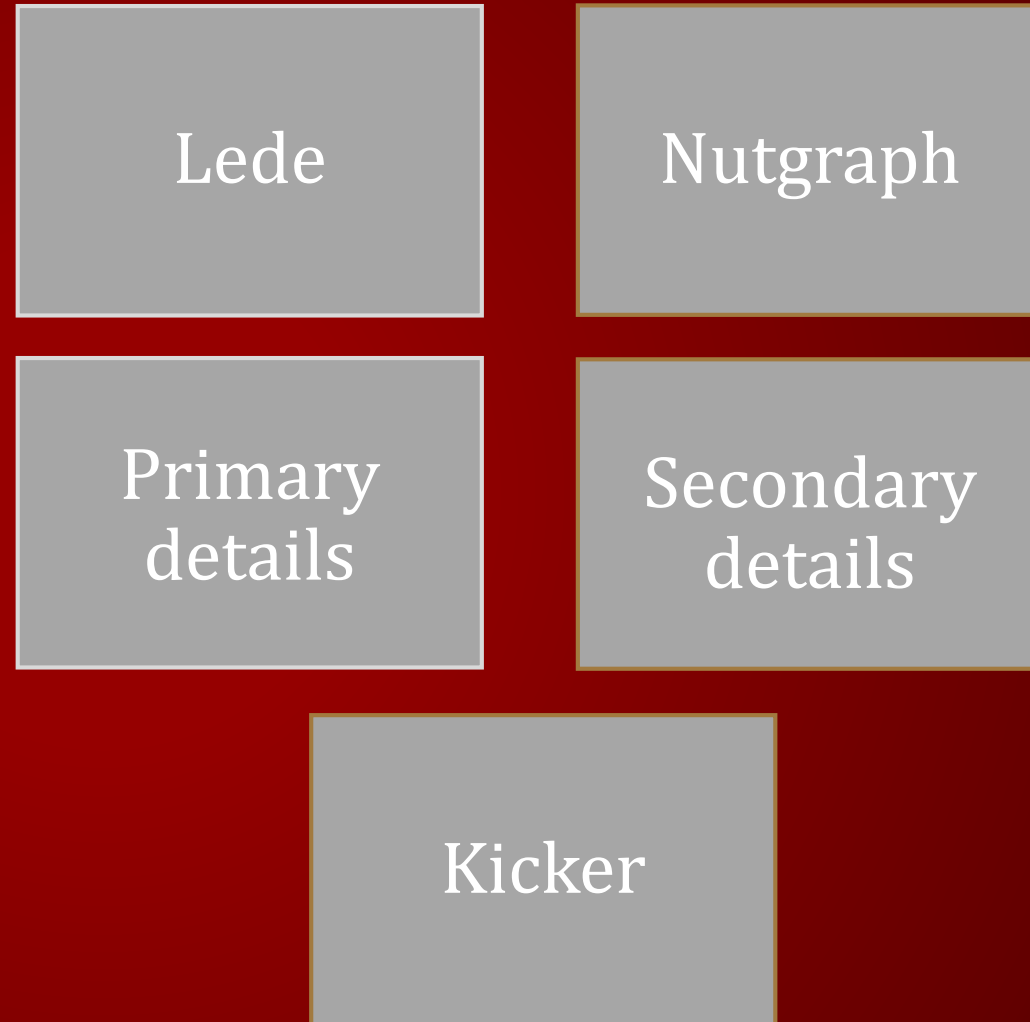
Tell your own
story to make the
emotional
connection you
want

"Narrative writing
creates the right
pictures and
emotions in our
brains."
Teresa Schmedding



BASIC STORY

- Lede
- Nutgraph
- Supporting graphs
- Relevance order
- Answers questions



NARRATIVE STORY

- Beginning
- Middle
- End
- Compelling plot
- Characters
- Conflict
- Climax
- Conclusion

Our Founders

We've been good friends since we were college interns. We've worked together, traveled together and shared thousands of ideas. We've built Harry's to reflect our passions and values: affinity for simple design, appreciation of well-made things, and a belief that companies should make the world a better place.

– Jeff Raider & Andy Katz-Mayfield



www.harrys.com/our-story

BASIC STORY

A Phoenix bank embezzler was murdered Friday night by a Fairvale motel proprietor.

The proprietor, Norman Bates, is also accused of murdering his mother.

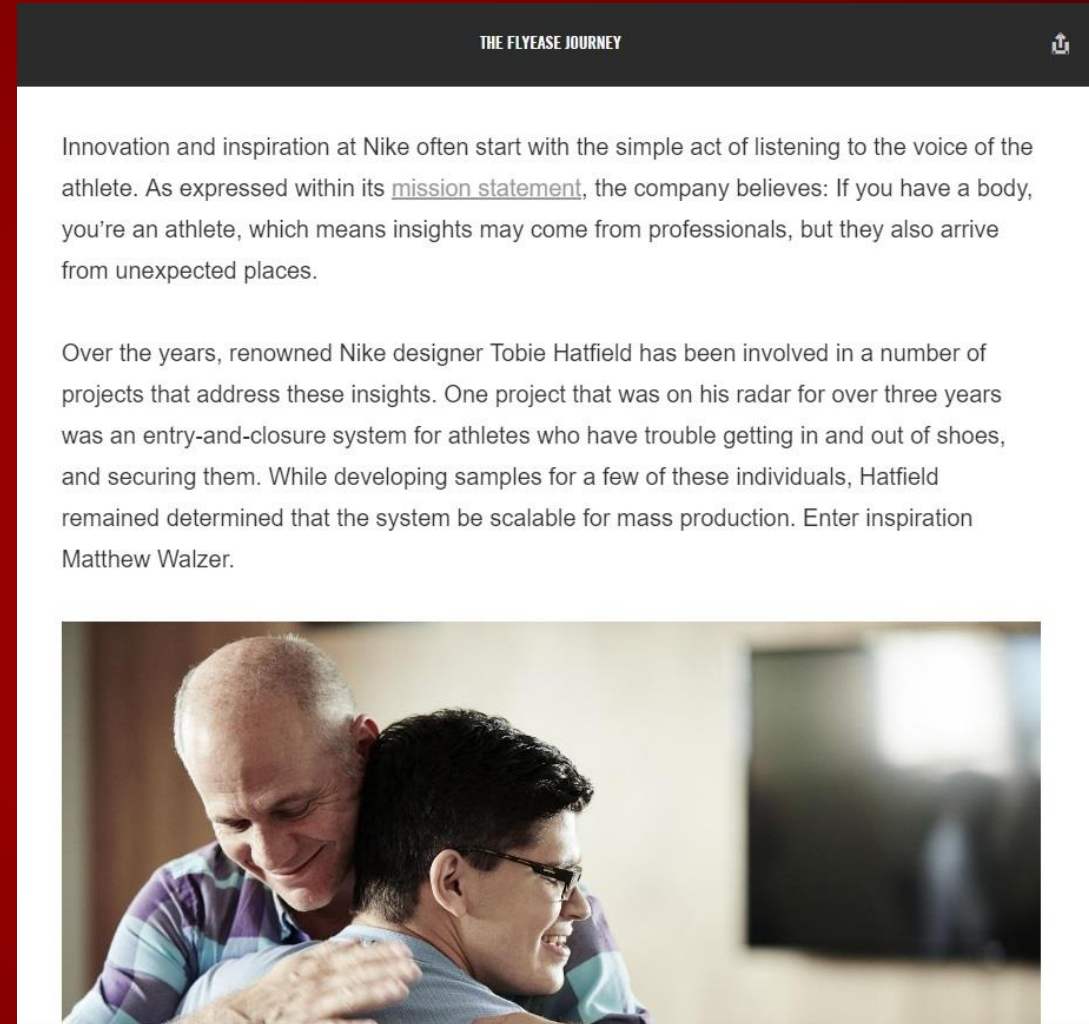


NARRATIVE?



NARRATIVE STORIES

- Unfold through character, scene and action
- Often connect a little story to big story



news.nike.com/news/the-flyease-journey

At a busy toll plaza in Kohat, Pakistan, a three-member vaccination team is working fast.

Outfitted in blue Rotary vests and flanked by armed military personnel, the vaccinators approach a white van as it pulls away from the scattered stream of traffic, cars rattling east toward Islamabad and west to the nearby border with Afghanistan. One worker leans toward the driver to ask a question as another reaches into a cooler to prepare the vaccine. Among the crush of passengers in the van, they identify one child who has not yet been vaccinated.

There is no time for second-guessing.

There is not even enough room for the boy to crawl toward the front of the vehicle or through one of the doors; a relative must hand the young child to the vaccinators through one of the rear windows. He is quickly inoculated with two drops of oral polio vaccine, and his pinkie finger is stained with purple ink to indicate that he's received his dose. He cries as the vaccinator hurriedly passes him back through the window. The van speeds off, fading back into the dizzying hum of traffic, as the vaccinators look for the next car and child.



This scene plays out thousands of times a day at transit posts like this one — makeshift vaccination clinics set up at bus stops, border crossings, army posts, and police checkpoints across the country in an effort to reach children who are on the move.

Here in Pakistan, home to almost all of the world's polio cases just a few years ago, these moving targets require a vaccination strategy as agile and stubborn as the virus itself. At hundreds of sites, teams of health workers verify that every child passing through receives the vaccine.

The interaction is fleeting — faster than getting a meal at a drive-through restaurant — but the benefit is permanent. Another child, another family, another generation is protected, and Pakistan moves one step closer to having zero polio cases.

NARRATIVE

- Writer withholds the story
- Blend of facts and feelings
- Leads through pivotal scenes



PIVOTAL SCENES

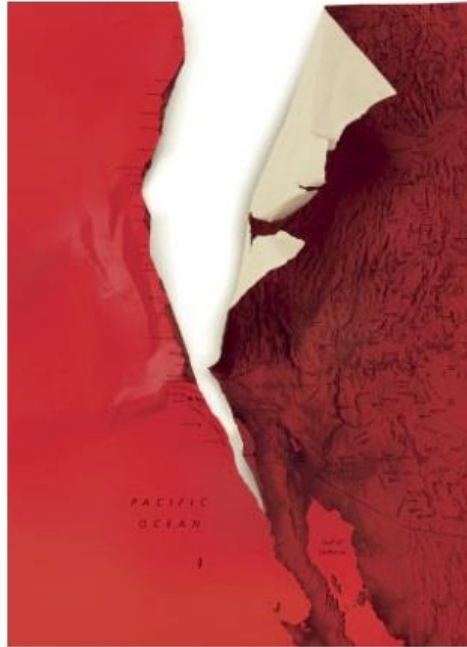
- Pacing is slower to highlight moments of change
- Use specific nouns, muscular verbs, metaphor
- Use intense dialogue
- Immerse readers in the moment



**LUKE,
I
AM
YOUR
FATHER**

When the 2011 earthquake and tsunami struck Tohoku, Japan, Chris Goldfinger was two hundred miles away, in the city of Kashiwa, at an international meeting on seismology. As the shaking started, everyone in the room began to laugh. Earthquakes are common in Japan—that one was the third of the week—and the participants were, after all, at a seismology conference. Then everyone in the room checked the time.

Seismologists know that how long an earthquake lasts is a decent proxy for its magnitude. The 1989 earthquake in Loma Prieta, California, which killed sixty-three people and caused six billion dollars' worth of damage, lasted about fifteen seconds and had a magnitude of 6.9. A thirty-second earthquake generally has a magnitude in the mid-sevens. A minute-long quake is in the high sevens, a two-minute quake has entered the eights, and a three-minute quake is in the high eights. By four minutes, an earthquake has hit magnitude 9.0.



The next full-margin rupture of the Cascadia subduction zone will spell the worst natural disaster in the history of the continent.

Illustration by Christoph Niemann; Map by Ziggymaj / Getty

When Goldfinger looked at his watch, it was quarter to three. The conference was wrapping up for the day. He was thinking about sushi. The speaker at the lectern was wondering if he should carry on with his talk. The earthquake was not particularly strong. Then it ticked past the sixty-second mark, making it longer than the others that week. The shaking intensified. The seats in the conference room were small plastic desks with wheels. Goldfinger, who is tall and solidly built, thought, No way am I crouching under one of those for cover. At a minute and a half, everyone in the room got up and went outside.

It was March. There was a chill in the air, and snow flurries, but no snow on the ground. Nor, from the feel of it, was there ground on the ground. The earth snapped and popped and rippled. It was, Goldfinger thought, like driving through rocky terrain in a vehicle with no shocks, if both the vehicle and the terrain were also on a raft in high seas. The quake passed the two-minute mark. The trees, still hung with the previous autumn's dead leaves, were making a strange rattling sound. The flagpole atop the building he and his colleagues had just vacated was whipping through an arc of forty degrees. The building itself was base-isolated, a seismic-safety technology in which the body of a structure rests on movable bearings rather than directly on its foundation. Goldfinger lurched over to take a look. The base was lurching, too, back and forth a foot at a time, digging a trench in the yard. He thought better of it, and lurched away. His watch swept past the three-minute mark and kept going.

Oh, shit, Goldfinger thought, although not in dread, at first: in amazement. For decades, seismologists had believed that Japan could not experience an earthquake stronger than magnitude 8.4. In 2005, however, at a conference in Hokudan, a Japanese geologist named Yasutaka Ikeda had argued that the nation should expect a magnitude 9.0 in the near future—with catastrophic consequences, because Japan's famous earthquake-and-tsunami preparedness,

STRONG ENDING

Ending is what has been learned, gained from the journey




- Emotional punch
- Inspiring
- Right reaction

WHAT NOT TO DO

- Don't lay on thick marketing
- Don't lie
- Don't fake it
- Don't oversell it
- Don't be disconnected from your brand
- Don't kill all the color
- Don't be afraid of length
- Don't force corporate style


@tschmedding




PAID FOR AND POSTED BY DELL




Will millennials ever completely shun the office?

January 8, 2014

WRITTEN BY:  Kim Anderson

SHARE   



No workplace topic these days, it seems, is as studied, discussed and dissected as what might be called the “Millennial Problem.”

Specifically, how do millennials — loosely defined as anyone born between 1980 and 1999 — fit into traditional office settings? Does the first generation to grow up in the Internet era have any use for 9-to-5 office culture, or an office at all?

The answers carry a particular weight since millennials will make up three-quarters of the workforce within the next 15 years, according to the U.S. Bureau of Labor Statistics. And nearly half of millennials in a recent survey by Millennial Branding said that workplace flexibility — the option to work anywhere with an Internet connection — is more important than pay. Another 81 percent believe

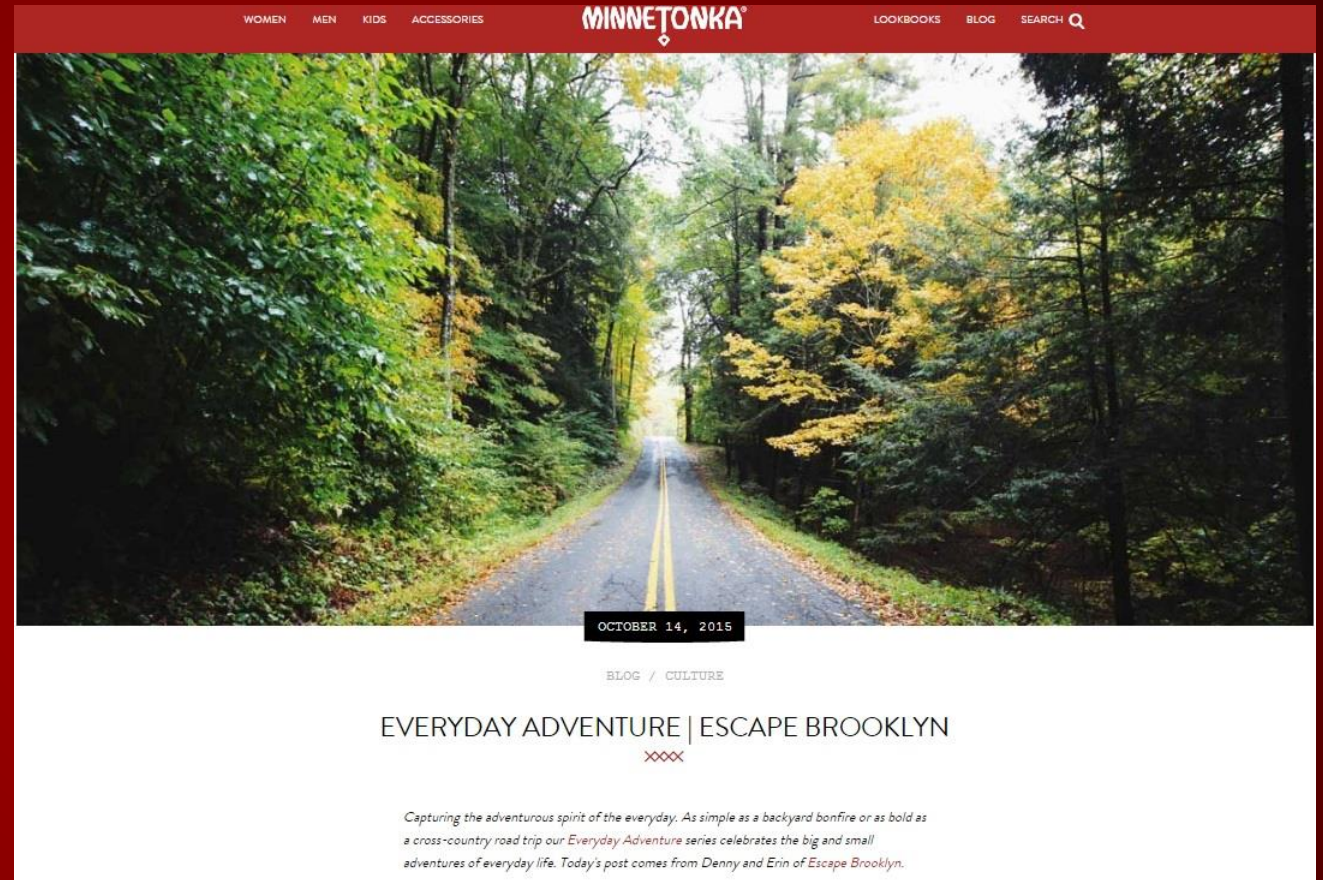
BE SUBTLE (ABOUT BUSINESS)

- Vision
- Themes
- Goals
- Actions
- Impact



DO

- Be relevant
- Be bold
- Ride trend coattails
- Use details
- Paint a picture



www.minnetonkamoccasin.com/blog/everyday-adventure-escape-brooklyn/

DO

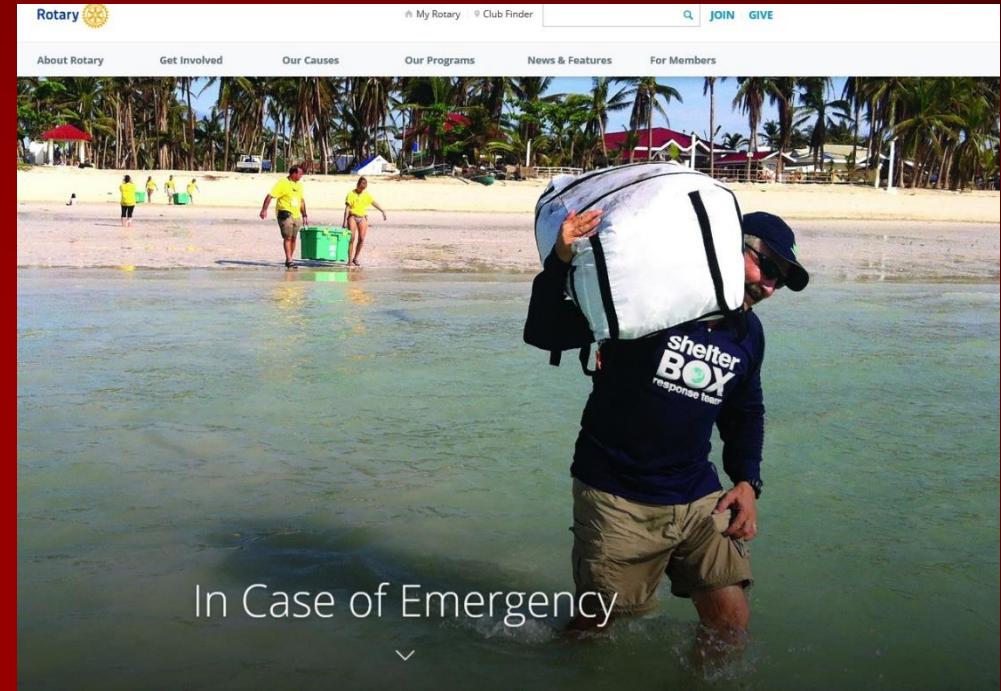
- Be personal
- Be human
- Use the right tone for the story



DO

- Talk to other people
- Blend words and art
- Show impact

<p>\$1,000</p> <p>will sponsor one ShelterBox</p>	<p>90%</p> <p>of ShelterBox deployments involve local Rotary clubs</p>
<p>\$48 mil</p> <p>contributed to ShelterBox by Rotary members</p>	<p>180</p> <p>people worldwide volunteer with ShelterBox response teams</p>



Rotary partners with ShelterBox to help devastated communities. Meet the members on the front lines of disaster relief.

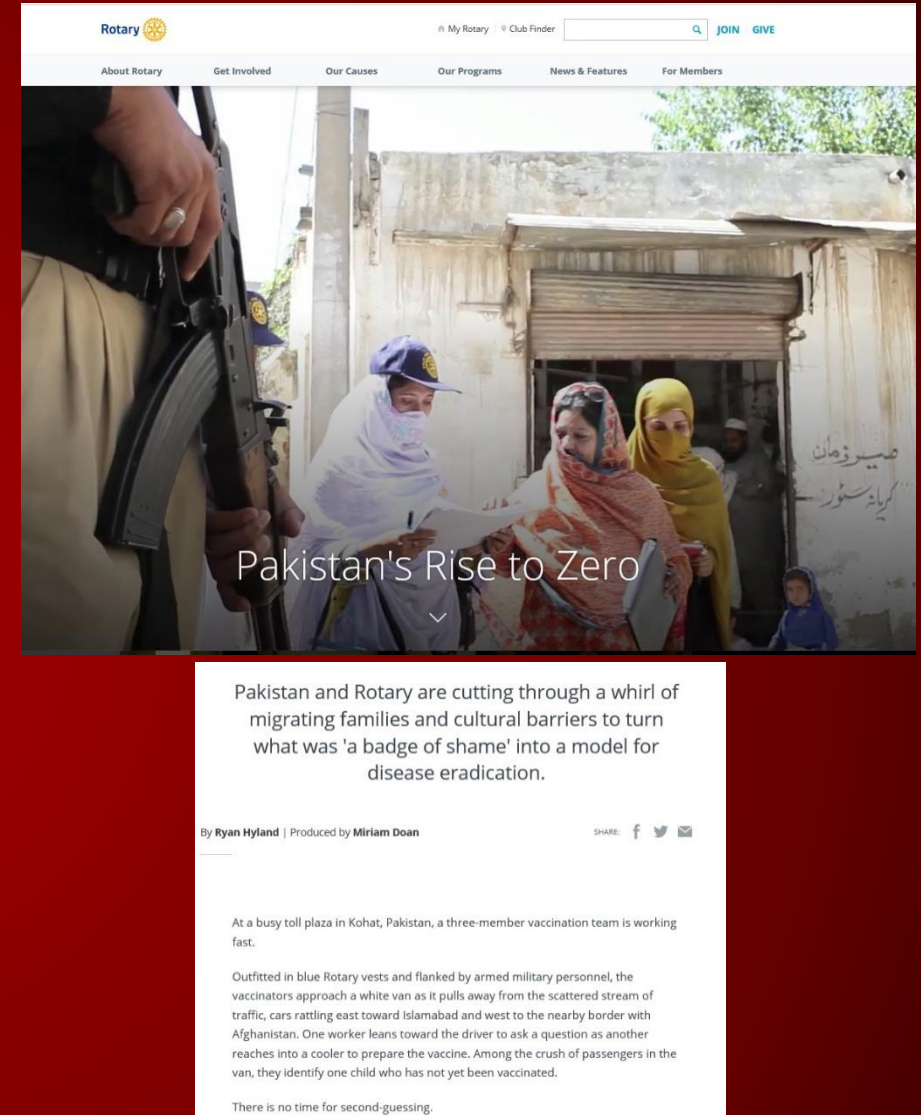
By **Brad Webber** | Photographs from **ShelterBox**

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Three days after Typhoon Haiyan smashed into the Philippines in November 2013, Derek Locke was tramping among the sinews of uprooted palm trees, downed power lines, and fragments of homes shattered by one of the region's deadliest disasters.

DO

- Be honest
- Shares lesson learned
- Use sparingly
- Respect reader's time



www.rotary.org/en/new-polio-strategy-working-pakistan

DO

- Try something without words
- Immersive is taking over narrative ...



BEST PRACTICES

- Decide on one story
- Use action
- Be human
- Find the narrative arc
- Talk about people not things
- Show don't tell
- End strong



REMEMBER

“In our world of 24/7 news feeds, social media, etc., we are trying to drink from a firehose of information, and we’re finding ourselves bowled over yet still thirsty. ... The storytelling movement is about restoring ... a more authentic means of learning from each other and drawing meaning from our own experiences.”

— Sarah White,
“A Storied Career” by Katharine Hansen, PhD