



Green | Section 4 Content

Well done! You are taking a best-in-class approach to content creation. So, if you are not yet winning awards, you should be! [Ask our Managing Director, Katie Macaulay, to share her 'How to win awards' presentation with your team.](#)

Consider how you might take even bolder, braver editorial decisions, especially when tackling sensitive or controversial issues. The credibility of content will rise still further with authenticity and daring. The world continues to get noisier, so do not rest on your laurels.

Review your content framework. Have you identified three or four content pillars that overly support your organisation's strategic priorities? This will help you ensure all IC content has a clear purpose, and it will help you minimise noise levels inside your organisation.

Keep thinking creatively to capture people's attention. Experiment with A/B testing and formulating different creative approaches to target different audience groups.

Can you train a wider cohort of the organisation in the value of storytelling? Help others to become hunter-gathers of great internal stories, feeding you fresh ideas for content.

Continue to involve the audience in your content by asking for ideas,

feedback and representing their views and opinions as honestly as possible. The more accurately you can reflect working life inside your organisation, the more credible and compelling your content. It may be time to flex your editorial panels and communication champions by asking them to test new ideas or develop your content approach.

Some of the most powerful campaigns use ambient and environment media. Perhaps your reception area, canteen, stairway, factory floor, or even the employee car park can be integrated into your campaign. We love these clever [optical illusions that encourage drivers to slow down](#) and the use of projection in this [General Electric campaign to support female scientists](#). [Challenge our creative team](#) to brainstorm a similar idea for your workspace.

For inspiration on crafting great content, listen to [How to do less, but do it better](#), an episode of The Internal Comms Podcast with the brilliant Steve Crescenzo, who has trained hundreds of IC professionals. And for help honing your storytelling skills, listen to [Once Upon a Time in IC](#) with author and storytelling expert Gabrielle Dolan.

Do others in your team have the same understanding of the power of storytelling? To take their storytelling skills to the next level, they might benefit from AB's Content with Purpose workshop. [Email us](#) to find out how this workshop helps teams plan, research and create bolder, braver content that aligns with their organisation's goals and truly resonates with audiences. Your team will learn how to create a content with purpose framework, use the power of emotive storytelling in the corporate setting, and set up and run an effective newsroom.