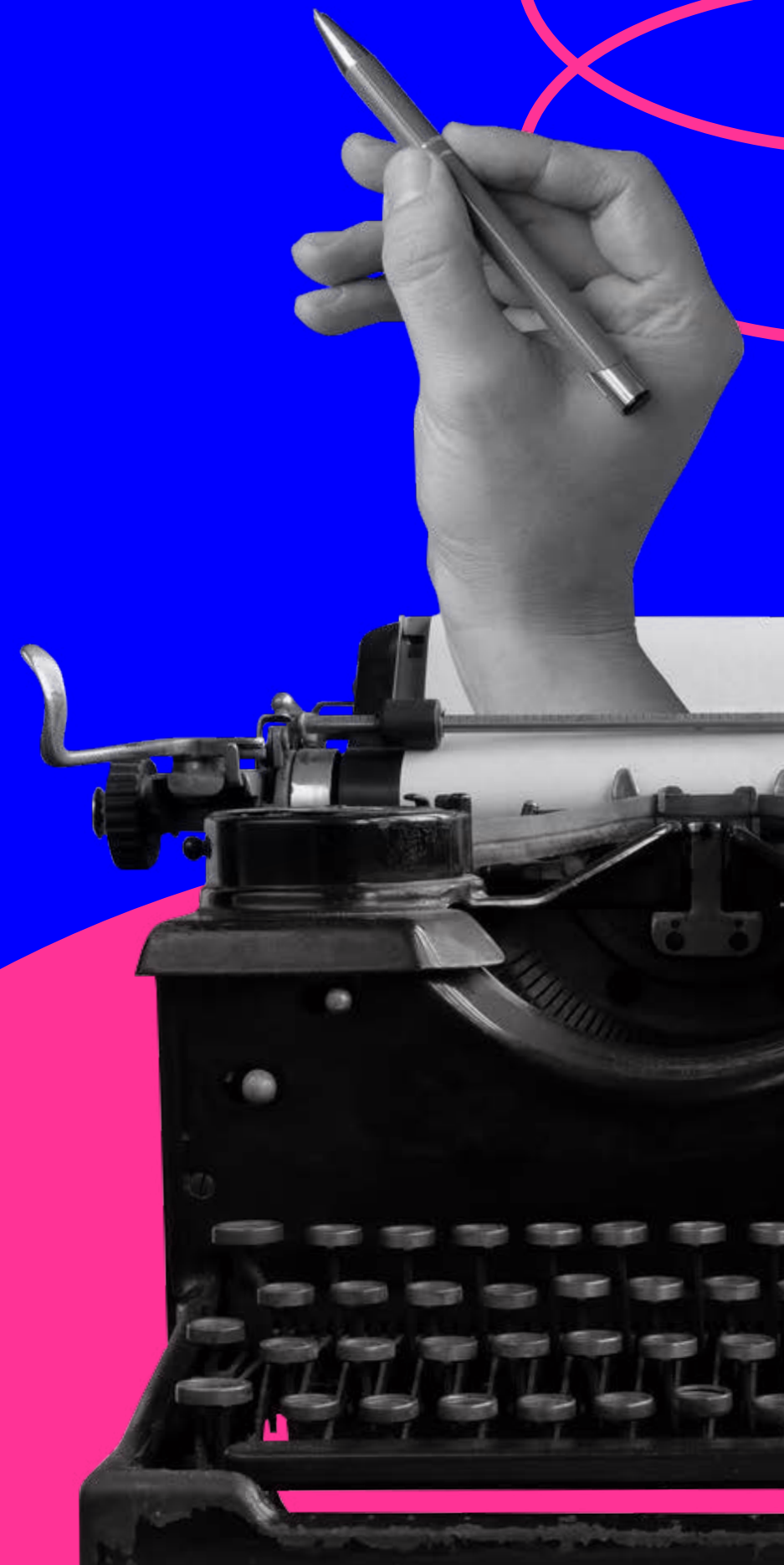


60-second guide to IC storytelling that lands



Proud of our past
Excited for our future



Listen.

Everyone has a story – but you'll need time, understanding and expertise to find the ones that best bring your comms goals to life.

When you listen, you turn communication into conversation. It's easy to overlook powerful stories hidden within the organisation, so make listening a habit a keep your story radar switched on.

Make it **real.**

We're all on the watch-out for BS, especially from businesses. So take extra care to make sure stories are authentic – your audience will notice.

It can be tempting to twist a story to meet your communication objectives, or to script a narrative to make it neat. Such approaches are rarely successful. Authenticity is all, so aim for real, not polished perfection.



Be inclusive.

Ensure your workforce is represented by the stories you share.

A storytelling approach is a great way for the voices of a broad range of employees to be heard. Look for a mix of people and narratives so that your comms is relatable, right across the business.

Top tips:

- Speak to employee networks
- Understand your bias
- Consult your resident DE&I specialists
- Encourage everyone to share stories, from all corners of your organisation

Keep it short.

Stories don't need to be long to be effective.

That's it.

Challenge yourself:

Could you tell the story in six words or less? Hemingway famously told the story "For sale, baby shoes, never worn."

sixwordstories.net

Make them **easy** to consume.

Your audience will have a lot going on. Stories can come at busy times and compete for attention, so taking the heavy lifting out is key.

Adding 'read times' to stories could boost engagement by up to 40%. And when The Washington Post added a 'listen to' option, user engagement tripled.



Invite colleagues to **share.**

Create a virtuous circle where colleagues are encouraged to share their experiences after hearing others' stories.

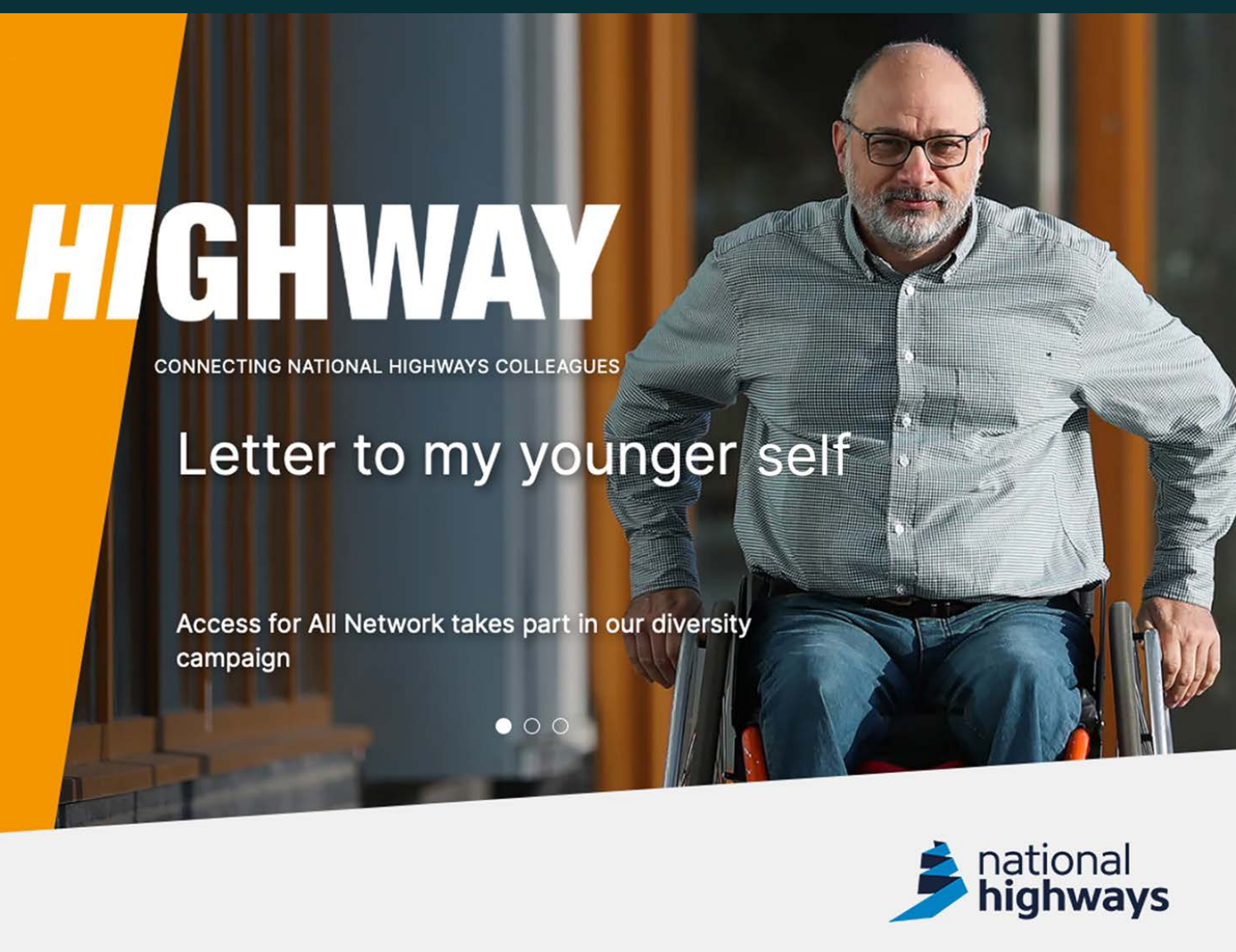
Make it easy for people to share their stories. Set up a web form, QR code or dedicated email address.

Be brave.

Don't shy away from the tough stories. They are the most powerful – and the ones that will connect with your audience.

Embrace stories that tell it how it is. And be brave with your creative choices – in a sea of content, your message needs to cut through. Be bold about formats and channels too. Break out of intranet and Viva Engage conventions. Physical installations, storytelling workshops or self-shot video can add new dimensions to your comms.

Here's one of our stories about, well, stories...



Discover how we worked with National Highways to craft stories that connect a workforce right across the country.

A background image of a space shuttle launching, with a blue and white color scheme. The shuttle is centered and pointing upwards, with a bright light at its tip. The background is a deep blue with white stars.

abcomm.co.uk

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you supercharge your
organisation's stories.



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