

COLLECTIVE Storytelling

Stories inspire **ACTION**

Companies with compelling stories that are shared and internalized are easy to spot. They know who they are, why they do what they do, and where they want to go.

Collective Storytelling is the process for creating a rich Storyline, a “future memory” that people need to see themselves in and want to support. Done right, a Storyline energizes people and helps drive business results by providing meaning and purpose to the work of the organization.

“Stories are remembered up to 22 times more than facts alone.

When data and story are used together, audiences are moved both emotionally and intellectually.”

Jennifer Aaker
Professor of Marketing, Stanford University



STORIES MEAN BUSINESS

A Storyline should be used to drive tangible action throughout your organization: product development, marketing, HR policies, compensation, etc.

Employees, customers and partners are motivated to engage with the Storyline and are actively using it to advance their own stories.

Your Storyline is the starting point for:

- Strategic planning
- A content marketing strategy
- Building engagement with current and prospective customers
- Validating a new-to-the-world business idea
- Messaging to secure initial or ongoing funding
- A strategic messaging framework to create customer-facing materials
- Identifying a new PR or advertising agency
- A design narrative for a physical space
- The framework for a company’s cultural expression and manifestation
- The baseline for internal materials, intranet websites and messaging to staff

 **BOOST!**
COLLECTIVE

CONTACT US

info@boostcollective.com
206 390 4566
www.boostcollective.com

COLLECTIVE Storytelling

“Activating purpose is impossible without storytelling

Individuals must learn to connect their drives to the organization’s purpose and to articulate their story to others.”

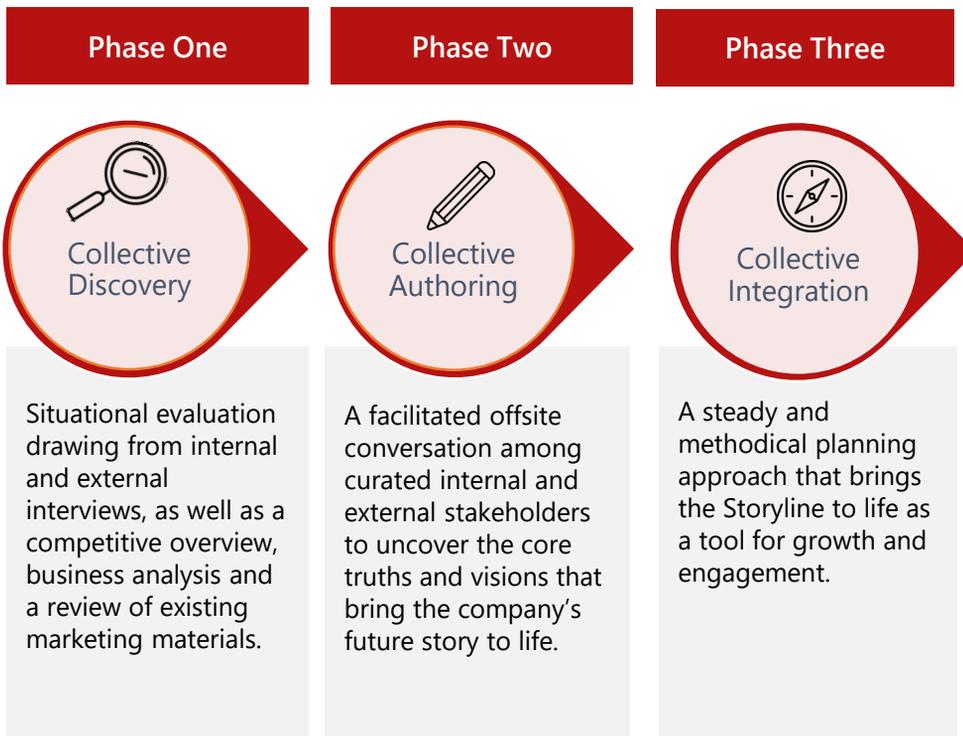
*John Coleman
Harvard Business Review*



COLLECTIVE STORYTELLING PROCESS

Collective Storytelling is an intensive, cathartic “coming together” across an organization and its key stakeholders, and results in the creation of an enduring Storyline that casts a clear light on the road ahead to see if future decisions, actions and outcomes fit what the business stands for.

Led by Boost! Collective, Collective Storytelling accelerates the otherwise daunting series of projects and tasks required to derive and build a comprehensive Storyline for your organization, moving from kick-off to completion in a period of usually ten weeks.



OUTPUTS



WHO SHOULD CONSIDER COLLECTIVE STORYTELLING

Purpose is what builds real passion, motivation, and buy-in for the stakeholders of any organization.

Purpose can best be activated and reinforced through storytelling.

Collective Storytelling can be invaluable for commercial or non-for-profit organizations at various stages of their lifecycle:



Startups

Organizations who are looking to launch or have recently launched and need a narrative Storyline to help attract investors, engage and vet employees, and guide all planning and development activities.



Early Stage

Young organizations who need to take the next steps to build an enduring brand and craft a compelling Storyline to focus all communications and efforts for customers, employees, and the community they operate in.



Midlife stage

Established organizations who need to break through to reach the next level, to reenergize, retool or refocus. A compelling storyline can provide the narrative to inform and facilitate next-horizon planning, and multi-year strategic plans.



Established

Larger organizations who need to pivot or recognize they are at risk of falling behind or being overtaken by newcomers who are more focused or committed to innovation.

SEQUENCE AND TIMELINE

The typical sequence for creating a Storyline:

Weeks 1 - 4	Week 5	Weeks 5 - 10	Week 10- Onwards
			
Research and compile Business Briefing	Conduct a 2-day offsite Collective Authoring session with key stakeholders	Compile and distill insights to develop Storyline	Collective Integration Plan

GETTING STARTED

To get started, a kick-off meeting with the Boost! team ensures alignment on the goals, milestones, timelines and accountabilities necessary to story creation. We then mutually sign-off and begin.

Contact us today to start writing your story.

Boost! Collective is a Seattle-based marketing and business consulting firm dedicated to helping clients create and tell the stories of their brands.

Boost! consultants have deep experience delivering results across the innovation cycle, helping clients create their business narrative, bring it life, plan, launch, sustain and optimize their businesses.

The Boost! team works together – as a collective – on projects to produce meaningful and lasting impact for clients.

COLLECTIVE Storytelling

“The new storyline singlehandedly helped us gain a voice and a cause that up to this point was elusive and challenging to articulate.

It has paid dividends every year, keeping us anchored to our roots while lighting up our path forward.”

Christopher Ross, VP of
University Advancement

CASE STUDY

City University of Seattle had become an enigma in the higher educational landscape of the Pacific Northwest. After nearly four decades, CityU had successfully graduated over 50,000 students. However, it was at a crossroad. Overall enrollments, which were the University's greatest source of revenue, were below projections, and CityU was experiencing low employee moral and engagement. The leadership team knew change was needed and it began by committing to relocate the main campus from the stark and soulless office buildings it occupied inside a corporate office park to a new location. In the quest to create a new image and a new “campus,” one critical question needed to be answered: What was CityU striving to become?

Before any real investment could be made in a new physical space, CityU had to ensure the direction it was heading was a strategic and smart extension of its brand story. While CityU had a solid curriculum design and a multiyear operational plan, what it lacked was a way to weave together its past, present and future story in a way that would authenticate the changes and support the growth.

It was clear that to implement all these changes, CityU needed every stakeholder to be on board and supportive. The faculty, staff, students and even the community needed a storyline they could believe in and this storyline needed to inspire and inform the new messaging, sales strategies and ultimately, the relocation of the headquarters and main campus.

A Storyline = Purpose + Vision

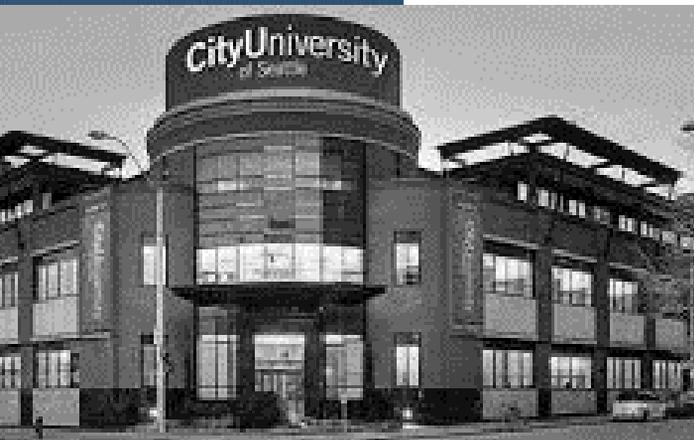
CityU embarked on a Collective Storytelling process to clearly understand its past and present to create a compelling and authentic narrative for where it was going.

The resultant Storyline was instrumental in informing, influencing and improving the next steps in CityU's growth. The final 40-page Storyline was a compelling future memory that provided a clear narrative, introduced key expressions, included “sticky” language, provided rich graphics and highlighted powerful stories. In short, CityU now possessed all the elements for creating an exciting and desirable future.

Impact

The Storyline was used to create:

- A briefing document for the RFP for a new agency of record
- A blueprint for a new customer-facing campaign, updated messaging
- A design brief for an architectural firms and a vision for the new Seattle campus and headquarters
- A critical HR tool to attract key talent and create consistent onboarding for all new employees
- An internal communications tool to create employee evangelists, build recognition and document key achievements



CityU
of Seattle

The Storyline exercise moved the dial forward in a number of way. The university was able to move internal engagement and enrolments upwards, improving the top and bottom lines.