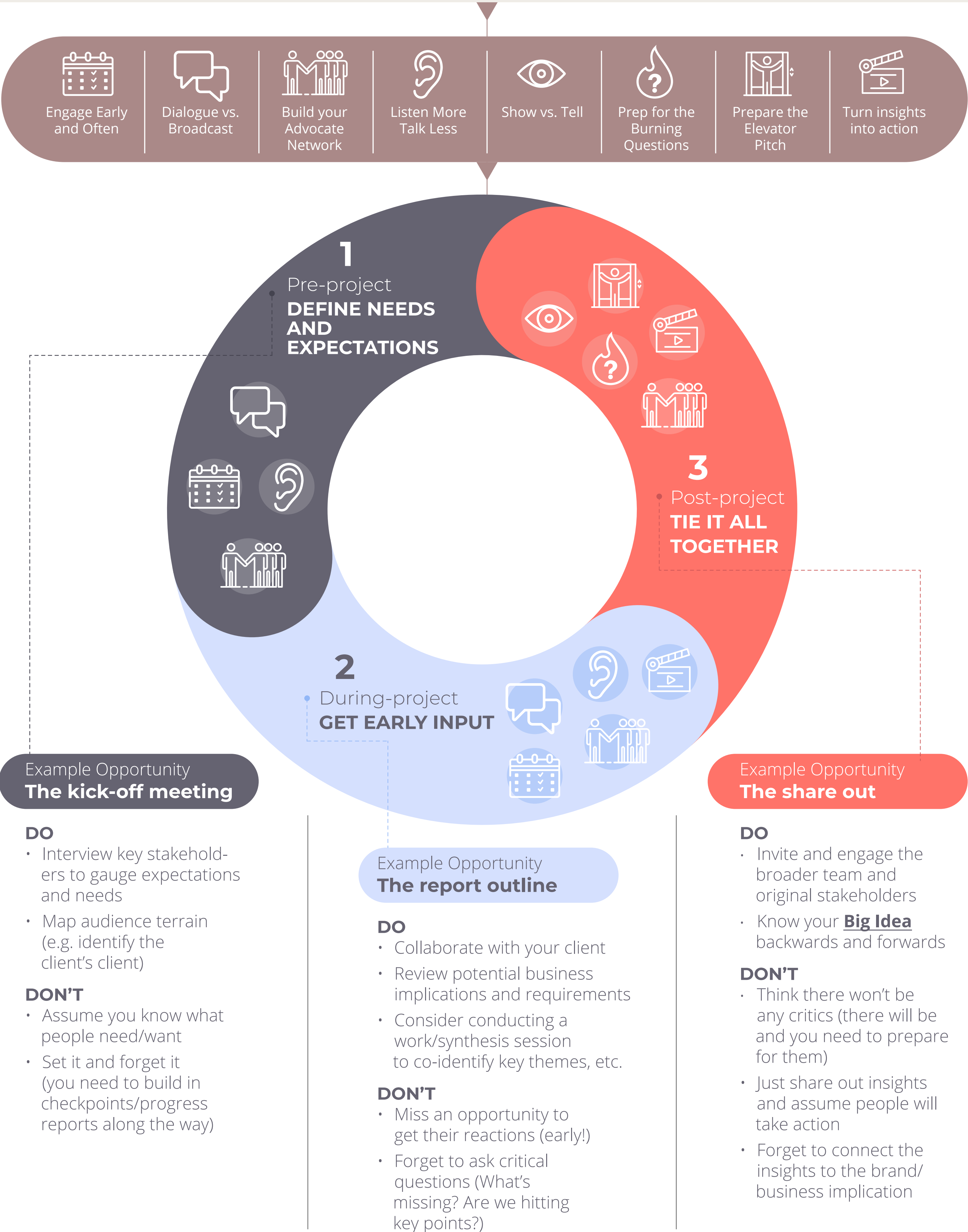


HOW TO SOCIALIZE YOUR STORY

There are countless macro and micro-opportunities to socialize your story throughout an initiative or project – *use them all.*



SOCIALIZATION ROI

Connection

Stakeholders feel a stronger connection to the work.

Q&A

Stakeholders' questions are more apt to be answered.

Advocacy

Transform stakeholders into advocates.

Reach

Engage people who aren't close to the work – they could be your future advocates.

STORYTELLING IN ACTION

Activity: Select a past, present, or future project and map out your socialization plan. Use the following chart to identify the opportunities and applicable story socialization tools.

1

Pre-project

DEFINE NEEDS AND EXPECTATIONS

Example Opportunity 1

The kick-off meeting

Example Opportunity 2

Scoping & design meeting

When else could you socialize your story?

Who are your stakeholders?

Storymaster Tools

(choose all that apply):

☐ Engage Early and Often

☐ Dialogue vs. Broadcast

☐ Build your Advocate Network

☐ Listen More Talk Less

☐ Show vs. Tell

☐ Prep for the Burning Questions

☐ Prepare the Elevator Pitch

☐ Turn insights into action

2

During-project

GET EARLY INPUT

Example Opportunity 1

Report outline

Example Opportunity 2

Early/mid-phase share of topline data

When else could you socialize your story?

Who are your stakeholders?

Storymaster Tools

(choose all that apply):

☐ Engage Early and Often

☐ Dialogue vs. Broadcast

☐ Build your Advocate Network

☐ Listen More Talk Less

☐ Show vs. Tell

☐ Prep for the Burning Questions

☐ Prepare the Elevator Pitch

☐ Turn insights into action

3

Post-project

TIE IT ALL TOGETHER

Example Opportunity 1

Share out meeting

Example Opportunity 2

Hands-on activation session to ideate solutions

When else could you socialize your story?

Who are your stakeholders?

Storymaster Tools

(choose all that apply):

☐ Engage Early and Often

☐ Dialogue vs. Broadcast

☐ Build your Advocate Network

☐ Listen More Talk Less

☐ Show vs. Tell

☐ Prep for the Burning Questions

☐ Prepare the Elevator Pitch

☐ Turn insights into action