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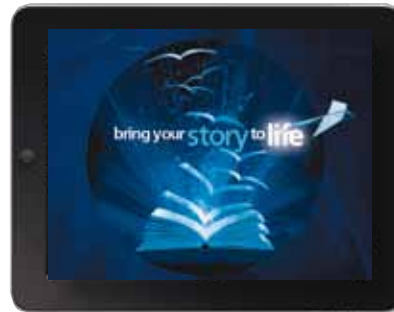
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The simple acts, connections and experiences that make Starbucks a great place to work became an integral part of our entry. The book* is wonderful: the team at Words&Pictures pulled out the stops to get this sorted for us.

Partner Experience Manager, Starbucks Coffee Company

*The book contributed to Starbucks being ranked 19th in the 2012 Great Place to Work (UK) league table and sixth in Scotland



Words&Pictures Case Study

CORPORATE STORYTELLING

The best internal communications are about more than informing and entertaining your employees and partners. Their objective is to influence how people think, feel and behave around your brand, your organisation, your products and services.

Within a business, storytelling or 'serious' storytelling is the ultimate way of doing this. It's an opportunity to share not only the best of your

employees, but also of the whole human condition: how people overcame adversity, fulfilled personal ambitions, made new discoveries (and friends) and came up with startling innovations while in the shower.

And the impact? To introduce people to new ideas, break out of old ways of doing things, support better collaboration and drive more insightful and relevant innovation. Ultimately,

stories should create a sense of pride, curiosity and the pursuit of anything but the ordinary – that 'here' you are valued and can make a difference.



Part of our Portfolio information pack

W&P's top tips – Storytelling in communications

Trust: The purpose of any story must be to build levels of trust: the foundation of engagement. So, don't just tell people that you're a business that is honest, fair and keeps its promises – show them.

Message: Be clear about the objective of your message – what do you want people to think, feel and do as a result of reading your story?

Personality: Tell the story through an individual's experience. This will give it credibility, relevance and, crucially, emotion, which helps to drive engagement.

Values: Start by showing how the individual's personal values and beliefs reflect those of your organisation. What do these say about their drive, motivation and approach to life and work?

Event: What obstacle, opportunity or personal choice did they face? What were the potential costs of failure and the rewards of success?

Revelation: How did they rise to the challenge? Was there a moment of realisation or a point of innovation? What support did they get?

Learning: What did they take from the experience and how did it make them feel? How will this change the way they work and what can others learn?

Reward and recognition: What are the personal benefits and the wider implications for the individual, team, business and customers? Give people a reason to follow suit.

Call to action: How and where can readers find out more or get involved? Encourage others not only to apply the lessons to their own circumstances, but learn from the behaviours and motivations too.