



WILL HILL

Chief Story Officer,
Stronger Stories Studios

CONNECTING STRATEGY & BEHAVIOUR: EMPOWERING EMPLOYEE STORYTELLERS

**STRONGER
STORIES**
STUDIOS^{LTD}



MY
STORY:



**“IF ANYONE
HERE IS IN
ADVERTISING
OR MARKETING
KILL YOURSELF.”**



Bill Hicks

A SOCIAL ENTERPRISE:

STRONGER STORIES STUDIOS^{LTD}

GET HEARD • HELP GOOD
IDEAS

**WE ACCELERATE
THE STORYTELLING
OF ORGANISATIONS
WITH GOOD IDEAS...**

GET HEARD • HELP
GOOD IDEAS



...SO WE CAN
ACCELERATE
THE STORYTELLING
OF PEOPLE
WITH GOOD IDEAS.

GET HEARD • HELP
GOOD IDEAS



BUY ONE:

wagamama


digitalme

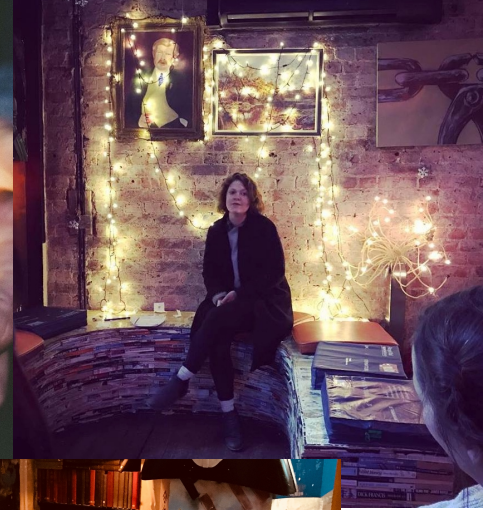
City & Guilds Group

WILEY

**SHEILA
MCKECHNIE
FOUNDATION**
POWERING CAMPAIGN PEOPLE

Innovate UK


VOLANS



**BUY ONE,
GIVE ONE
WORKSHOPS**

GIVE ONE:



AUDIOACTIVE

Creating better futures through music.



SENSE ABOUT SCIENCE

Challenging the misrepresentation of science in media.



EAST LONDON CONNECT

Helping more black and ethnic minority students get into top universities.

**HOW TO COMMUNICATE
THE STRATEGY
& CHANGE BEHAVIOURS.**

3 KEY QUESTIONS:

01

**HOW STRONG
IS YOUR
STORY?**

02

**HOW STRONG
IS YOUR
STORYTELLING?**

03

**HOW STRONG
ARE YOUR
STORYTELLERS?**

**1. HOW STRONG IS
YOUR STORY?**

**"THE CONFIDENCE THAT
INDIVIDUALS HAVE IN THEIR
BELIEFS DEPENDS MOSTLY
ON THE QUALITY OF THE
STORY THEY CAN TELL
ABOUT WHAT THEY SEE,
EVEN IF THEY SEE LITTLE."**



Daniel Kahneman
Thinking Fast and Slow

**LIKE,
REMEMBER
& SHARE.**

**STRONGER
STORIES
EVOLVED
A PATTERN.**

JOSEPH CAMPBELL
**THE HERO WITH
A THOUSAND FACES**



SPOILER ALERT!

SPOILER ALERT!
EVERY STORY, EVER TOLD.

THE HERO'S JOURNEY.



Everyday hero



Ordinary world



Compelling villain



Mentor and gifts



Call to adventure



Cross the threshold



Allies and gifts

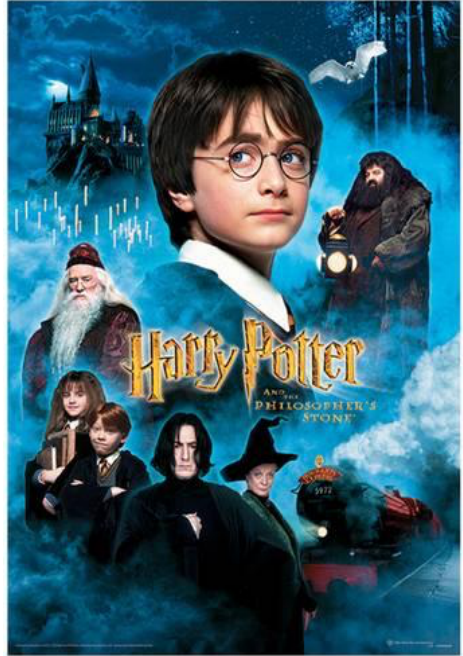


Three challenges



Better world

CHOOSE YOUR ADVENTURE:



Everyday hero.



Ordinary world.



Compelling villain.



Call to adventure.



Crossing the threshold.



STAR WARS



Allies, mentors
and gifts.



Three challenges.



Better world.



Everyday hero.



Ordinary world.



Compelling villain.



Call to adventure.



Crossing the threshold.



Allies, mentors
and gifts.



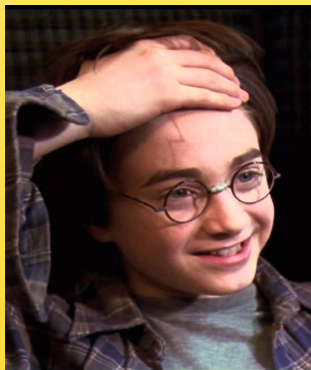
Three challenges.



Better world.

THE HUNGER GAMES

Everyday hero.



Ordinary world.



Compelling villain.



Call to adventure.



Crossing the threshold.



HARRY POTTER

Allies, mentors
and gifts.



Three challenges.



Better world.



2. HOW STRONG IS YOUR STORYTELLING?

DON'T JUST DO IT
BECAUSE IT'S THERE.



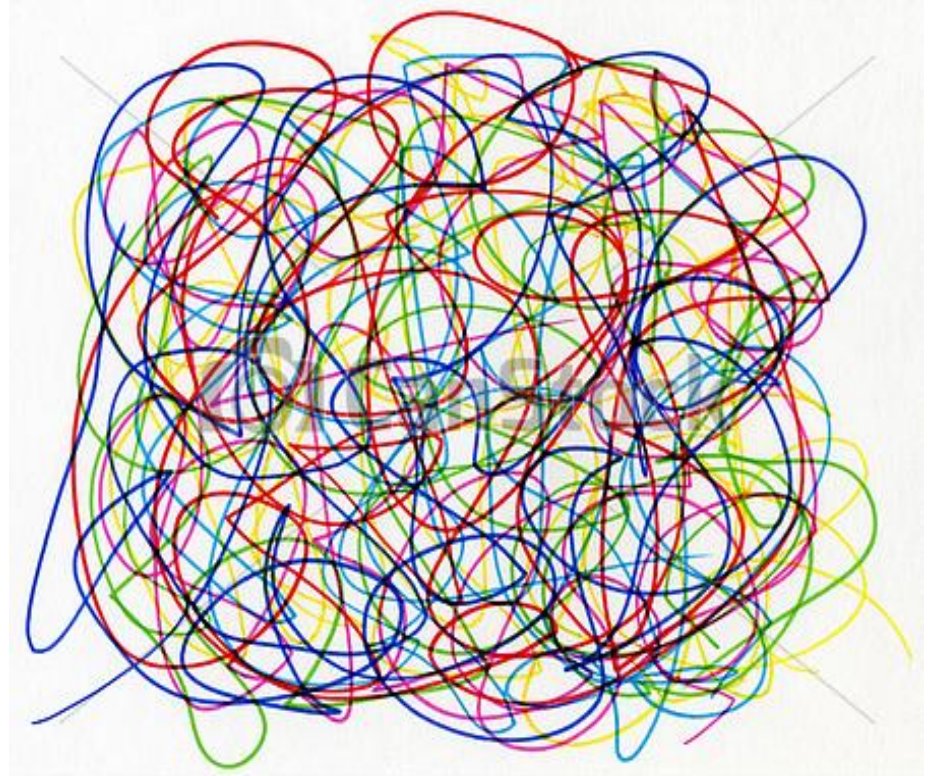
STORY GUIDELINES: CHANNELS & CONTENT

- Does it help make your employees or audience the hero?
- Does it make your call to adventure clear?
- Does it allay their fears about the challenges ahead?
- How are you being the mentor they need?

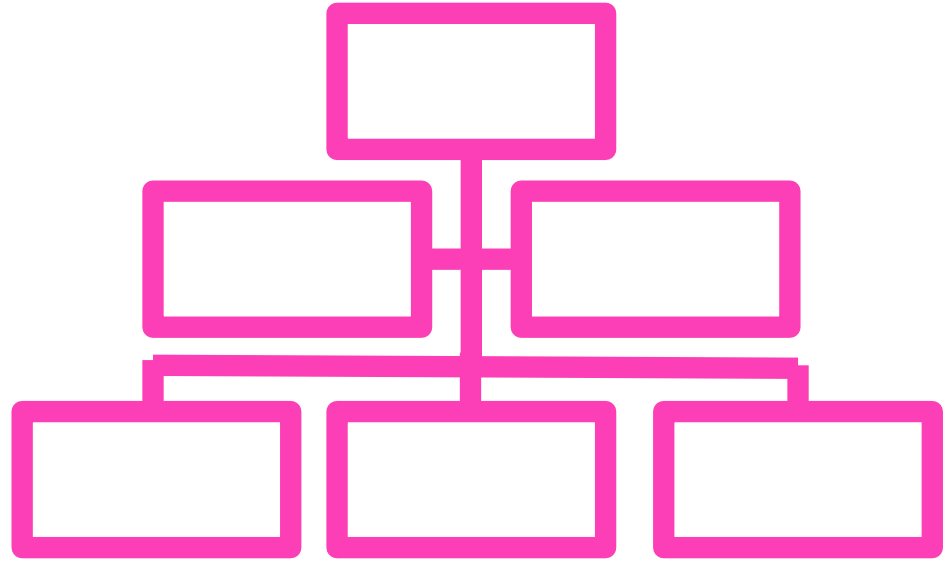


3. HOW STRONG ARE YOUR STORYTELLERS?

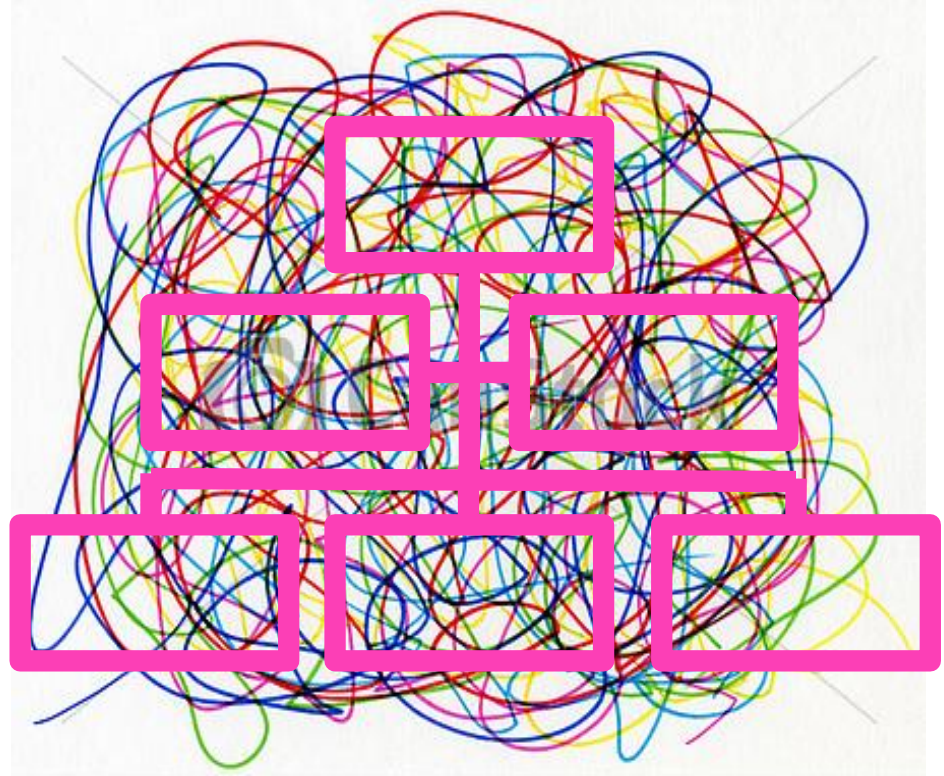
HOW SMALL ORGANISATIONS TELL STORIES:



**HOW BIG
ORGANISATIONS
THINK THEY
TELL STORIES:**



**HOW BIG
ORGANISATIONS
ACTUALLY
TELL STORIES:**



**SHARING
A STORY
IS EASIER
THAN EVER
BEFORE...**



THE GOOD NEWS.

THE EXTERNAL POWER OF EMPLOYEE STORYTELLERS:

01

MORE REACH
X5

02

MORE SHARES
X24

03

MORE TRUST
84%

THE INTERNAL POWER OF EMPLOYEE STORYTELLERS:

01

**GREATER
PRODUCTIVITY &
PERFORMANCE**

02

**GREATER
CUSTOMER
SATISFACTION**

03

**GREATER
INNOVATION.**

04

**GREATER
WELLBEING**

A STORY THEY CAN UNDERSTAND, REMEMBER & SHARE.



Everyday hero



Ordinary world



Compelling villain



Mentor and gifts



Call to adventure



Cross the threshold



Allies and gifts



Three challenges



Better world

USING THEIR FAVOURITE FILMS:



**AUTHENTIC
CONSISTENCY:
YOUR STORY
FOR THEIR
AUDIENCE.**



INSPIRED?

01

**STRONGER
STORY**

02

**STRONGER
STORYTELLING**

03

**STRONGER
STORYTELLERS.**

**"IF YOU DON'T
HAVE A STORY,
YOU DON'T
HAVE A STRATEGY."**



Ben Horowitz
Airbnb, Facebook, Pinterest & Twitter

STRONGER STORIES STUDIOS^{LTD}

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