

## What's our Story



### Put a human's face on your purpose stories

*A long time ago, storytellers mesmerized every audience. Their faces wrinkled in deep crevasses as they smiled, with starlight sparkling from their eyes in kindness. Now technology tells those stories – in our private lives and in business. So how do we make these tools as effective as the memory and voice of those ancient storytellers? How do we move from a monologue to a dialogue? And how do we weave in the corporate purpose into a never-ending story that keeps on changing and flowing?*



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### WHY?

Defining a corporate purpose is a worthy undertaking. It is even better when it comes alive. But how? Stories will give it life, but not if the storyteller is and sounds anonymous. People listen to stories told by other people, not companies, and certainly not machines. Only humans can tell personal stories, stories with a sense of purpose; your company's purpose, for example. With a clear sense of purpose, a human story will grab attention, but also the fancy, of your relations. In turn, they will want their story to be heard – and so the dialogue begins; between two people, not between one person and a company. We all want to be part of the story, part of the game, and a good game never stops. 'What's your story?' becomes 'What's our story?'. Now there's a happy ever after.

### GO FOR IT!

#### 1. Reshape interactions into balanced dialogues

Ensure that each interaction is delivered as a 'person centric' conversation which has a clear start, middle and end.

#### 2. Ensure its personal – connected with your purpose – tell a human story

Ensure that your 'person centric' conversation is centered around the impact you want to make.

#### 3. Build joint solutions in a 'hothouse' setup, on the workshop floor

Each 'person centric' conversation is unique; each tells a story of how your product will make a real difference to everyone as well as to wider society.

#### 4. Ensure more conversational and intention-driven design

Make sure that each 'person centric' conversation is personal, that it addresses and touches real needs with clear intentions in mind.

#### 5. Favor natural language across solution designs

Use non-technical speak; make sure that the way you deliver the messages and engagements uses natural language.

#### 6. Turn dense documents and A0-size diagrams into learning exchanges

Try to minimize the use of large, detailed and complex technical diagrams and outlines. Instead connect and engage in a simpler, non-techie way.

#### 7. Engage and mobilize, rather than educate and inform

Make sure that each engagement has a clear call to action; ensure each interaction is interwoven with your purpose, making it our purpose.

### MEASURE:

- Repository of Business Stories
- Opportunities to bring interaction