

Onboarding Powered by Storytelling

Narativ's onboarding program utilizes the principles behind Narativ's 7-step listening and storytelling methodology to shape the program's high-level goals and roadmap.



HIGH LEVEL GOALS

- > Establish Intention and Scope — Why Story, Why Now?
- > Identify Current and New Learning Content
- > Clarify Culture and Values
- > Portray Roles and Responsibilities
- > Increase Assimilation

ROADMAP

PHASE 1 - DISCOVERY

We seek to understand your challenges related to onboarding as specifically as possible. We conduct interviews with you and your main stakeholders to understand the themes, values and job-related information you seek to highlight and bring to life with stories. We identify the primary storytellers in your organization as well as target listeners.

PHASE 2 - GROUP WORKSHOP

The workshop brings together a diversity of current staff and leaders who have been identified to bring to life the roles you're hiring for as well as the mission and values of your company. Participants learn our storytelling method and begin to tell stories based on themes of the discovery. These stories provide key learning points. Often the listening environment of the workshop brings new information to light, that in some cases, proves transformative for the curriculum.

ROADMAP, CONTINUED

PHASE 3 - COACHING

From the group workshop, we narrow down the list of storytellers to those employees who best represent what you want your new hires to learn about. We coach them to improve and refine their stories.

PHASE 4 - PRODUCTION

Part 1 - Once the stories and storytellers are ready, it is time to move into production. We capture stories on video, revise, and produce final cuts.

Part 2 - With guidance from the discovery phase, group workshop, and coaching, we build lessons around themes and the stories themselves, and deliver to your LMS, as either a stand-alone curriculum or content to enhance existing course material.

PHASE 5 - IMPACT MEASUREMENT

After 6 months, we survey users to understand how the program supports them to do their jobs, in particular, understanding mission and values, role clarity, and engagement.

PHASE 6 - THE STORY CYCLE

Narratives are both enduring and iterative. As new hires gain experience and knowledge, their stories can be captured and added to your library, providing fresh material and new insights. The stories of new hires set alongside those of seasoned staff or leadership creates a diverse cross-section, revealing how best practices, values and mission are enacted throughout the organization, and how they cycle and evolve over time. The Library acts as a reservoir of knowledge that benefits the company as a whole.

STORY LIBRARY

In some cases, a simple Story Library can be used as a resource or training tool, in which the stories are categorized and tagged, and provided to your company as a searchable, visual archive.

