

Onboarding Powered by Storytelling

Listening and telling allows the stories that best represent your culture and mission-critical information to be excavated, crafted, and presented across your organization.



KEY ASPECTS

- > Systematizes informal storytelling into a coherent process
- > Identifies a diversity of voices
- > Provides enjoyable and highly relatable training content
- > Clarifies mission, values, and roles
- > Enhances or reshapes existing onboarding programs

ROADMAP

PHASE 1 - DISCOVERY

We conduct interviews with primary stakeholders in the HR or Training Departments to understand the themes, values, and job-related information you seek to bring to life with stories. We identify the representative knowledge-holders and storytellers-to-be in your organization as well as your target audience.

PHASE 2 - GROUP WORKSHOP

The workshop brings together a diversity of current staff and leaders who have been identified as best positioned 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. 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

After the group workshop, we narrow down the list of storytellers and 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 their level of engagement.

PHASE 6 - THE STORY CYCLE

Narratives are both enduring and iterative. As new hires gain experience and knowledge, their own 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. A story library functions 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, audio-visual archive.

