

ACHIEVE GREATER ENGAGEMENT

through creative storytelling and effective content creation



To sell any idea, you first must enter someone's mind to create a connection. We call that mindshare. Stories are the most effective way to create mindshare and shape perceptions, beliefs and choices. 100 Stories is the first step toward more enriched communications.

What is 100 Stories?

We created the 100 Stories Workshops to fill a gap in the way that businesses communicate and to fulfill the needs and expectations of audiences needing better content.

Our in-room process helps organizations reach inside, open up and surface the stories that can help change the way people think.

The power of stories are their ability to emotionally connect and make us lean forward and feel something. Like any good storyteller knows, there is a method to the way your business story should be told. It starts with knowing your audience.

Stories can exist anywhere inside and outside of your business. We simply help to facilitate the process that brings it all together. 100 Stories is about your people, your business and how the world perceives you. We help you create authentic stories that build awareness and trust toward greater engagement.

Book a 100 Stories Workshop

Call Scott: 403.613.3142

Beyond 100 Stories

The 100 Stories Workshop leads you to a more robust content marketing opportunity. Most businesses look at the mediums first such as Twitter, Facebook, YouTube, blogs and the corporate website with little consideration for the actual stories that should be told. That approach ignores the common threads that bind your stories to your overall narrative. It's one of the reasons why people aren't leaning forward to take interest.

At Experient, we build connections. We work with you to bring all of your content potential into focus and to understand your audience's needs, their media consumption preferences and finally to tailor and schedule incredible visual content that creates impact and builds a following.

100 Stories Workshops start at \$2,000 and include:

- Up to 16 participants
- 2 hours in-room facilitation
- Analysis and 100 Stories content report

Multi-group workshops can be quoted and easily accommodated

Contact us today to learn how the 100 Stories process and our approach to content marketing can make a positive difference with your business.

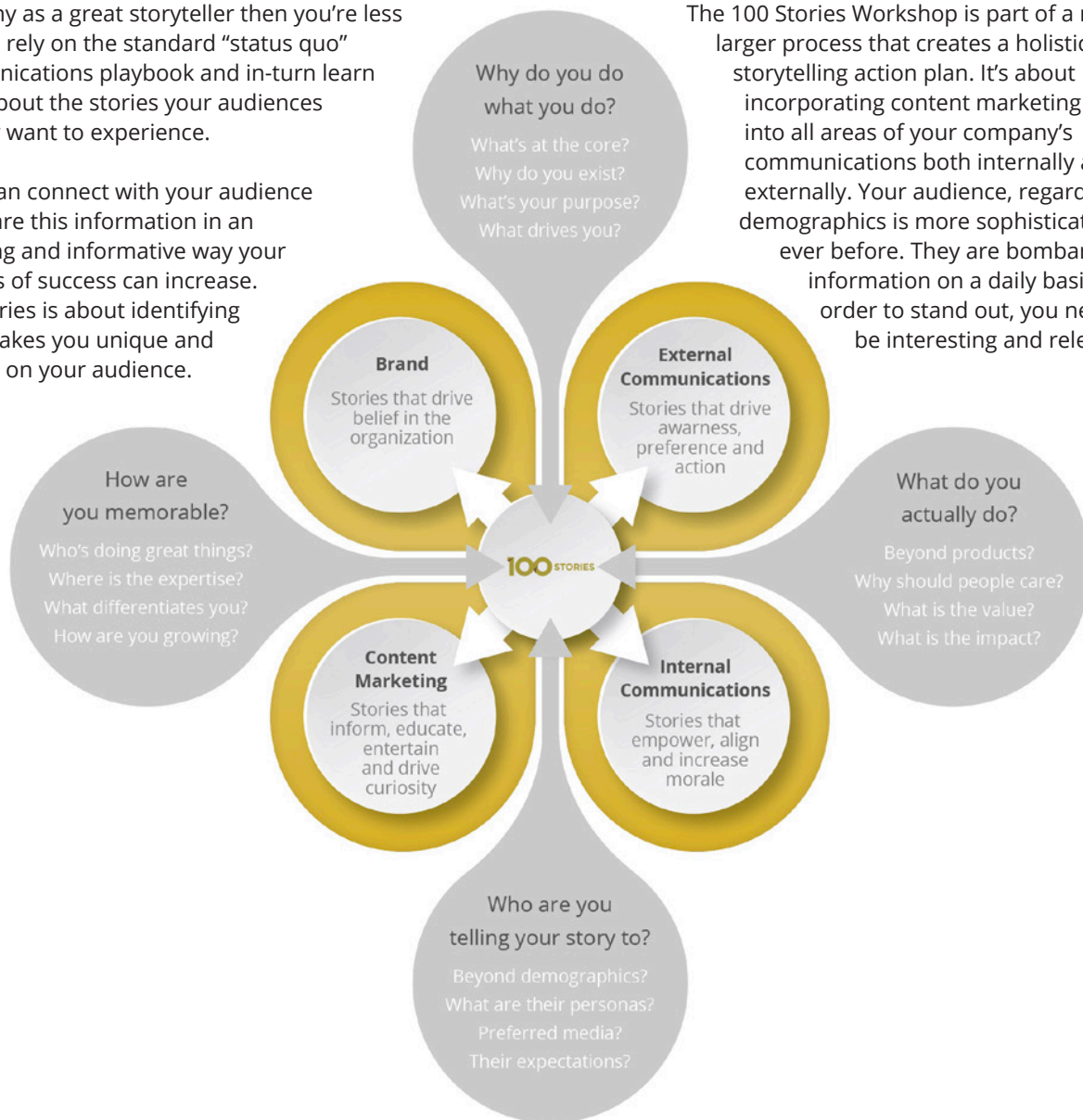
From brainstorming to transforming the way you share your stories.

100 Stories is the starting point for changing the way your company communicates. We believe that you need to connect with people first on an emotional level before you can effectively communicate. If you think of yourself and your company as a great storyteller then you're less likely to rely on the standard "status quo" communications playbook and in-turn learn more about the stories your audiences actually want to experience.

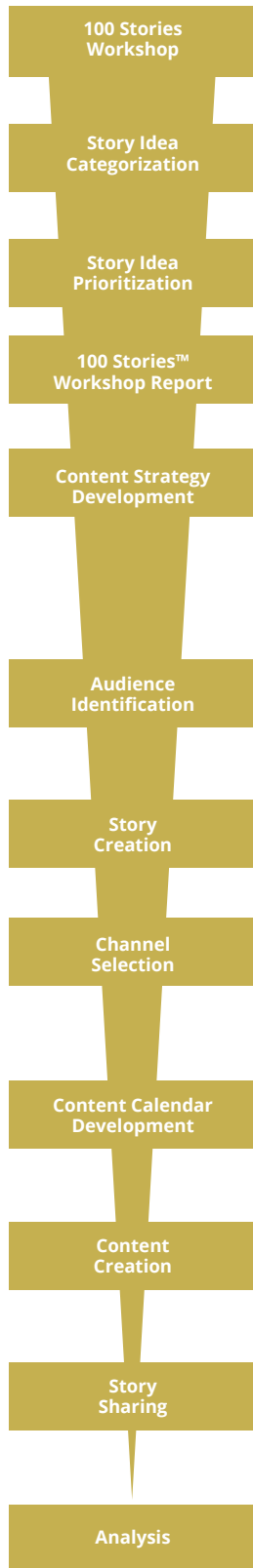
If you can connect with your audience and share this information in an engaging and informative way your chances of success can increase. 100 Stories is about identifying what makes you unique and focuses on your audience.

You may be passionate about the latest and greatest features of your widget but your target audience may not be. Remember, connection before communication and content creation.

The 100 Stories Workshop is part of a much larger process that creates a holistic storytelling action plan. It's about incorporating content marketing tactics into all areas of your company's communications both internally and externally. Your audience, regardless of demographics is more sophisticated than ever before. They are bombarded with information on a daily basis and in order to stand out, you need to be interesting and relevant.



Leading better content marketing programs.



Discovery

The 100 Stories Workshop is a 1-2 hour session that is structured in a way that your team will create a list of at least 100 story ideas that would be of interest to your target audiences through an interactive facilitated process.

Categorization

The list of story ideas generated are just that, ideas. They are not fully eshed out stories and need to be categorized according to subject matter. We will divide the ideas into various categories to help guide the process.

Prioritization - Shortlisting

Once our list of ideas are categorized we can then start the process of prioritizing and shortlisting which story ideas have the great chance of success.

Reporting

An initial report from the 100 Stories Workshop will be provided to you outlining all of the ideas in the various categories and our suggested shortlist. We will also provide suggested delivery channels for your story ideas.

Thinking

The 100 Stories Workshop is a fun and enlightening process that sets your company up for longer term thinking with respect to how great storytelling can provide you with more engaging and impactful communications with customers, employees, investors or other audience groups. The next step is the development of a Content Strategy. This is an in depth outline of your various audiences roles, storylines, delivery channels, content calendar, creative direction and impact measurement.

Targeting

Storytelling cannot be successful unless you know and understand your audience needs and preferences around the stories that you will tell. Proling your various audience groups is a critical process that will impact the success of your storytelling. Customers, employees, suppliers and investors all have dierent interests.

Research and Writing

This is where the rubber hits the road with actual story development. This is where writing is initiated, research conducted, scripts and storylines developed to maximize impact you're your intended audiences.

Delivery Channels

TV	Radio	Newsletter	Blog	In Store
Print	Website	YouTube	Twitter	Facebook
LinkedIn	Instagram	Snap Chat	Pinterest	Live Streaming

Scheduling

All stories should be scheduled for posting within the channels that will most likely be engaged by audiences. The content calendar helps to organize the ow and rhythm of stories overall. It's meant to keep your audience engaged with your communications. It's your road map for content distribution.

Creative Development

Once stories are written and scheduled we bring them to life by augmenting them or telling them through image, motion, video and sound. Each story has the potential to take several content forms from video to print and audio to interactive all aligning and reinforcing with viewer preferences and habits.

Broadcasting

This is that stage in which we share your stories with your targeted audience(s) and capture their attention. They may be waiting for the content or your story may be a pleasant surprise to them. Either way they will appreciate your interest and thoughtfulness.

Measurement

As stories are posted we work with you to understand the performance of each story. There are a number of ways to do this depending on the media type and channels that are used. This may include audience surveys, social media analytics, key performance indicators.

On Going Story Development

Story idea creation is not a one time event. You should look at your communications as an active newsroom that is constantly on the hunt for new and relevant stories that you can share with your audiences. The process of categorization and prioritization is a long term commitment that will pay dividends in helping you connect and communicate now and into the future.



Preparing for your 100 Stories session

This interactive and fast-paced session has the potential to generate a massive amount of thinking in a short period of time. This is a structured brainstorm that focuses on what makes your organization one-of-a-kind and it begins to unpack the massive story potential that exists where you may not have looked in the past.

5 Ways to prepare for 100 Stories

- 1 It's about quantity not quality**
Call it stream of conscious thinking. Fast paced, interactive going where we need to based on what you want to share. Generating 100 stories in one hour might seem daunting but we are proud to say we've always gotten there and sometimes almost double that. The more points, ideas, people, moments and more, the better.
- 2 It's really about ideas**
This is all about ideas and not finished and packaged stories. We are looking for thought-starters and ideas that can inspire stories. This can be single ideas or as the session progresses multiple ideas coming together that could support the development of a story. There are no bad ideas so bring them on, get them out and come up with more.
- 3 Participation is key**
Like any brainstorm its about generating many ideas and directions. Our part is about listening, collaborating and infusing the session with your thoughts and melding them or contrasting them with others. Everyone in the room is encouraged to express their thinking and to contribute to the conversation. Your participation is important to helping everyone reach 100 stories or more. Facilitation is active so we don't get stuck on one story or in a single subject for long.
- 4 There are stories everywhere**
In your organization the people that are the best storytellers can be those who work behind the scenes and not part of your marketing and communications teams. From engineers to customer-facing teams and those with long histories to those with a fresh, new and maybe different perspective, 100 Stories requires a broad cross-section of people inside and sometimes outside of your organization to get involved.
- 5 Think about your story pillars**
Think about core story pillars like people, moments, places, events, innovations, growth, history and challenges. These are common foundations for most organizations. We are not seeking corporate stories as much as insider, up close stories, rocks turned over and new ideas that might make good stories across or within pillars.

Your story never ends

This session will initiate what we hope is the birth of a storytelling culture for your company. Your company narrative grows over time and within it are hundreds and literally thousands of stories that should be collected, created and disseminated over the years. The more active that ideas and stories are identified the more likely your company can gain the interest of your audiences and their preference for you. Think about the past, think about the future. What's going on and how can you capitalize on it all?



Storytelling worksheet

This worksheet is intended to help spur the story identification opportunity. Add ideas to each of the main idea pillars and add new pillars as you think about them and what truly makes your company interesting. Consider your people, your company's geeky side, how your company makes a difference and more. Good luck!

Employees

Customers

Moments

Innovations

History

Challenges

Giving Back

Other:

Other:
