# Strategic Storytelling

## Maximum Impact in a Digital World • Sample Agenda

### Faculty director: Frank Rose  
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<table>
<thead>
<tr>
<th>Day 1</th>
<th>Day 2</th>
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<tr>
<td>8:15-9:00 Registration and breakfast</td>
<td>Breakfast</td>
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| 9:00-9:45 The Art and Science of Story  
What makes stories effective, and why | Essentials of Storytelling 1: Purpose and Voice  
Guest speaker: Afshel Aziz, *Good Is the New Cool* |
| 9:45-10:30 Introduction to Narrative Thinking  
The storytelling mind at work | Putting Purpose and Voice to Work  
Team workshop: Brand impersonation |
| 10:30-10:45 Break | Break |
| 10:45-11:45 Understanding Media Platforms:  
The Strategic Storytelling Model™ | Essentials of Storytelling 2: Authenticity  
Guest speaker: Paul Austin, Austin Advisory Group |
| 11:45-12:30 Storytelling and Social Media  
Guest speaker: Toby Daniels, Social Media Week | Essentials of Storytelling 3: Immersion  
Case study: Burberry |
| 12:30-1:30 Lunch | Lunch |
| 1:30-2:30 Learning from Hollywood: Telling and selling Stories  
Disneyland, *Harry Potter, The Hunger Games* | Storytelling for non-consumer brands  
Case studies: GE, Intel |
| 2:30-3:30 How To Build a Story World  
Team workshop: *Westworld* | Stories for Startups 1  
Guest speakers: Micah Fredman, Noah Chilton, Asava |
| 3:30-3:45 Break | Break |
| 3:45-5:30 The Strategic Storytelling Tour | 3:45-5:00  
Stories for Startups 2  
Team workshop: What should Asava do? |
| 5:30-6:30 Discussion and Day 2 Preview | 5:00-5:30  
Conclusion: Lessons Learned and Story Tools |

*Please note: Sessions and guest speakers may be subject to change.*