

Strategic Storytelling: Agenda for Live Online Program*

| Day 1 Basics of Story and Persuasion | Day 2 Advanced Storytelling: Lessons and Examples | Day 3 How Stories Work in the Digital World | Day 4 Building a Storytelling Organization |
|---|--|---|---|
| <p>10-10:30 a.m. Story Thinking Introduction to the narrative mode of thought</p> <p>10:30-11:15 a.m. The Science of Story What do neuroscience and cognitive psychology tell us about why stories are so persuasive?</p> <p>11:15 a.m.-12:15 p.m. World Café A group exercise designed to introduce participants and surface their feelings about stories</p> <p>12:15-12:45 p.m. Break</p> <p>12:45-1:30 p.m. Learning from Madison Avenue Case studies: Budweiser, <i>Brotherhood</i>, Walker, <i>Dear Brother</i>; Memorial Sloan Kettering Patient Stories; Cleveland Clinic, <i>The Human Connection</i>, Pepsi, <i>Jump In</i></p> <p>1:30-2:30 p.m. Building Audiences Long Term Guest speaker: Karin Timpone, former Global CMO, Marriott; currently in stealth mode on a new venture in Los Angeles</p> | <p>10-10:45 a.m. Storytelling Through Data Principles of data visualization</p> <p>10:45-11:30 a.m. Understanding Audience Behavior Shifting expectations mean audiences have to be engaged on their own terms. Guest speaker: Matt Locke, chair of the Audience Agency, London, and founder of the consultancy Storythings; former head of multi-platform at Channel 4, former head of innovation at BBC New Media.</p> <p>11:30 a.m.-12:15 p.m. Developing Your Voice Who are you, and do you speak consistently and appropriately? Case studies: Aveda, Zappos, British Army, Virgin Group.</p> <p>12:15-12:45 p.m. Break</p> <p>12:45-1:45 p.m. Defining Your Story Issues Participants discuss the challenges they face</p> <p>1:45-2:30 p.m. Team Exercise Part 1: Based on their story issues, participants form teams for the Day 4 exercise. Part 2: Each team decides on the narrative challenge it will take on in Day 4.</p> | <p>10-10:45 a.m. The ROI on Storytelling Do stories really work? Case studies: Warby Parker, Harry's.</p> <p>10:45-11:15 a.m. What Stories Can't Do Why do bad things happen despite great stories? Case studies: Burberry, WeWork.</p> <p>11:15 a.m.-12:15 p.m. Envisioning Time-Zero Events Columbia Business School Executive Education faculty member Rita McGrath, author of <i>Seeing Around Corners</i>, on how storytelling can sharpen your thinking in uncertain times.</p> <p>12:15-12:45 p.m. Break</p> <p>12:45-1:30 p.m. Learning from Hollywood How the entertainment industry moved from telling stories to building story worlds. Case studies: Disneyland, Harry Potter, <i>Lost</i>, <i>The Hunger Games</i>, <i>Westworld</i>.</p> <p>1:30-2:30 p.m. Understanding Narrative Platforms How storytelling organizations can benefit from a unique form of platform economics. Introducing the Strategic Storytelling model.</p> | <p>10-11 a.m. Team Exercise: Transforming Your Organization into a Media Company Part 1: Developing your story idea</p> <p>11 a.m. -12:15 p.m. Team Exercise 3 Part 2: Building out your story idea to create a narrative platform</p> <p>12:15-12:45 p.m. Break</p> <p>12:45-2 p.m. Team Exercise 3 Part 3: Presenting your story idea</p> <p>2-2:30 p.m. Closing Discussion Storytelling, world-building, and human persuasion</p> |

*Please note: sessions, breaks, or faculty are subject to change.