<table>
<thead>
<tr>
<th><strong>DAY 1</strong></th>
<th><strong>DAY 2</strong></th>
<th><strong>DAY 3</strong></th>
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<td><strong>NARRATIVE THINKING</strong></td>
<td><strong>STORIES IN THE DIGITAL WORLD</strong></td>
<td><strong>DEVELOPING A STORYTELLING ORGANIZATION</strong></td>
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| **10:00 Welcome and Introduction** | **10:00 Journey: Attention and Formats**  
Guest speaker: Matt Locke, founder of the UK consultancy Storythings, former head of innovation at BBC New Media. | **10:00 World: Learning from Hollywood**  
From telling stories to building story worlds. Case studies: Disneyland, Harry Potter, Lost, The Hunger Games. |
| **10:15 Narrative Thinking**  
Why do we tell stories? Why did scientists ignore them? | **10:45 Understanding Narrative Platforms**  
Using story worlds to build platforms. Explaining the Strategic Storytelling model. | **10:45 Envisioning Time-Zero Events**  
How storytelling can sharpen your thinking in uncertain times. Led by Rita McGrath, Columbia Business School professor and author of Seeing Around Corners. |
| **10:45 The Science of Story**  
What do neuroscience and cognitive psychology tell us about how stories are processed in the brain? | **11:00 Voice**  
Speaking consistently and appropriately. Case studies: Virgin Group, British Army. | **1:15 Team Exercise: Transforming Your Organization into a Media Company**  
Part 1: Developing your story idea.  
Part 2: Crafting the story, creating the story world, building the platform.  
Part 3: Presenting your story concepts to the class. |
| **11:30 Tutorial: Using Miro** | **11:30 Data-Driven Narratives**  
How do you tell a story with numbers? How do you square emotion with statistics? What can we learn from Baby Jessica? | **3:00-3:30 Final Review and Discussion** |
| **11:45 Break** | **12:15 What Stories Can’t Do**  
When reality bites. Case studies: Budweiser, Burberry. | |
| **12:15 The 9 Key Elements of Story: Author, Audience . . .** | **12:15 Envisioning Time-Zero Events**  
How storytelling can sharpen your thinking in uncertain times. Led by Rita McGrath, Columbia Business School professor and author of Seeing Around Corners. | |
| **12:30 Author: Who Are You?**  
Case studies: Warby Parker, Harry’s. | **1:15 Audience: Who Are They?**  
Guest speaker: Karin Timpone, former global marketing officer, Marriott International, on using data to understand and grow your audience. | |
| **1:15 Break** | **1:15 What Stories Can’t Do**  
When reality bites. Case studies: Budweiser, Burberry. | |
| **1:15 Audience: Who Are They?**  
Guest speaker: Karin Timpone, former global marketing officer, Marriott International, on using data to understand and grow your audience. | **1:15 Data-Driven Narratives**  
How do you tell a story with numbers? How do you square emotion with statistics? What can we learn from Baby Jessica? | |
| **2:15 Journey: Learning from Madison Avenue**  
Why are you here? Participants discuss their own story issues, then form teams for the Day 3 exercise. | |
| **3:15-3:30 Review and Discussion** | **3:15-3:30 Review and Discussion** | **3:00-3:30 Final Review and Discussion** |