

The Art and Science of Storytelling

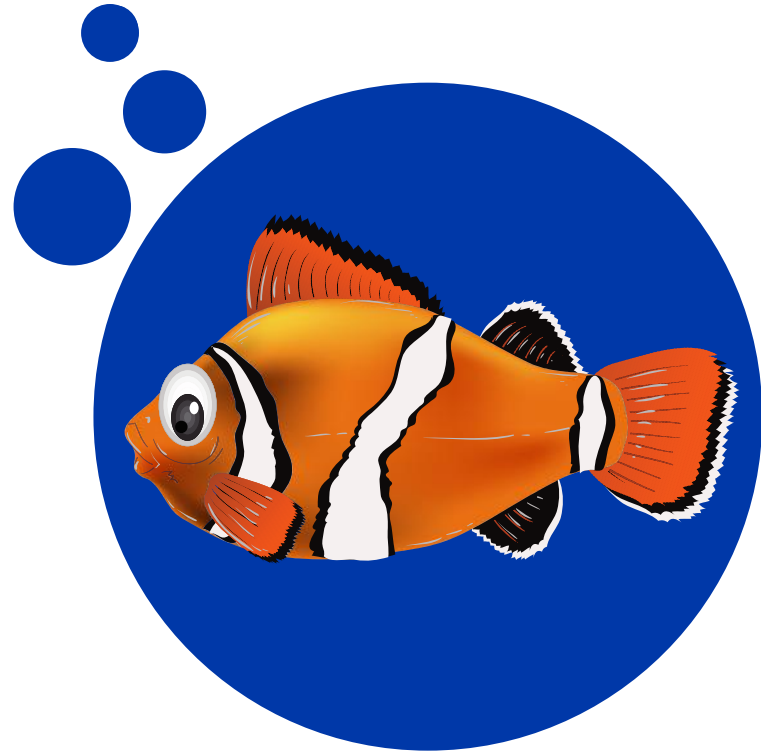
EE can learn from David, Goliath and Finding Nemo



A Quick Quiz



David & Goliath



Finding Nemo

Energy Efficiency has a Challenge

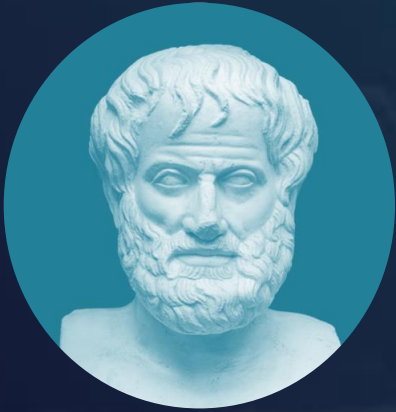


The Original Flat Screen TV





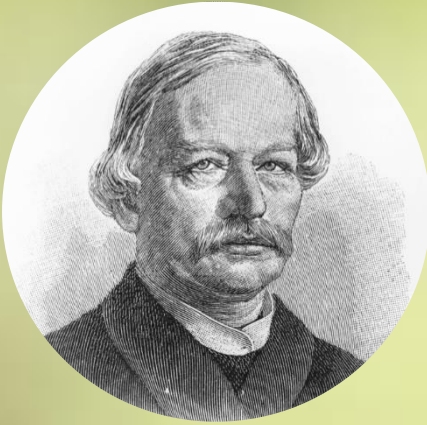
Tension Makes a Story Stick



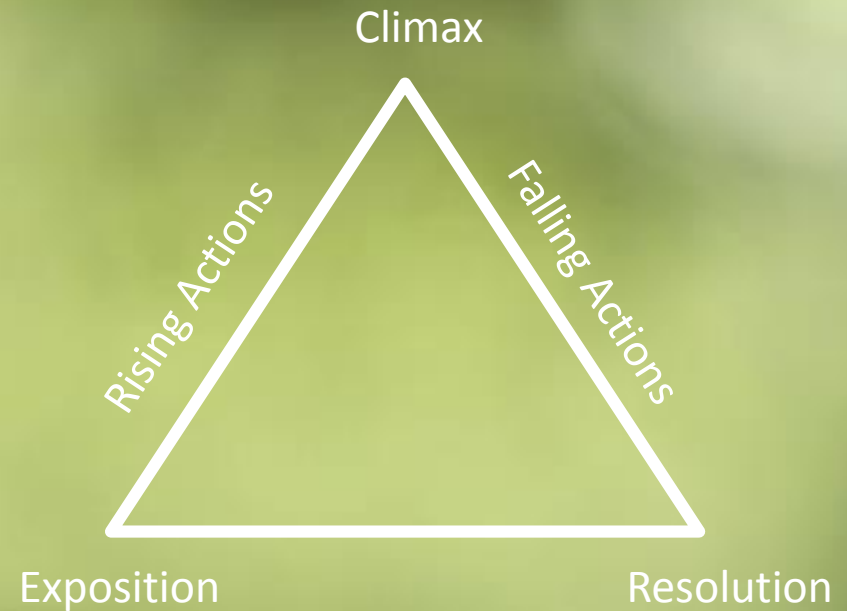
Aristotle, 384-322 B.C.



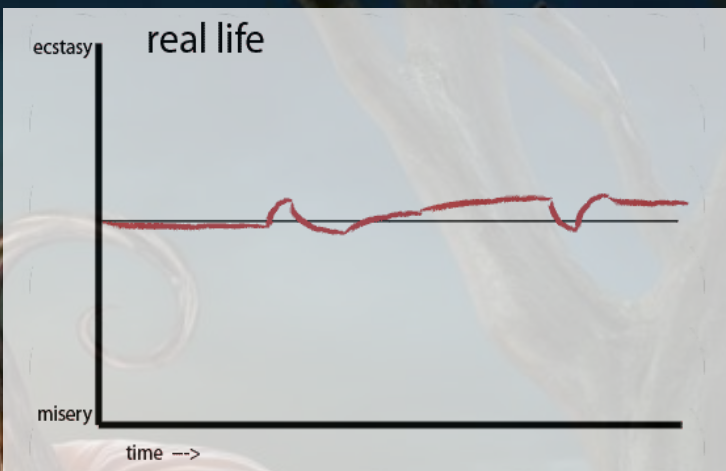
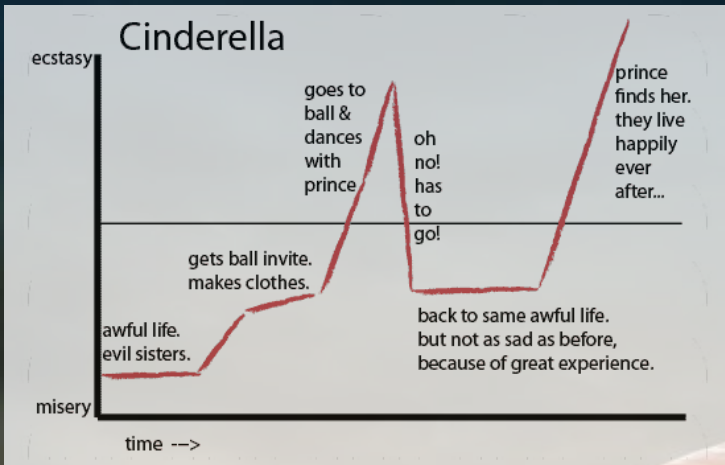
A logical path from beginning to end



Gustav Freytag, 1863



And said another way...



Maps by Kurt Vonnegut

We like the drama



We are already wired to tell & interpret stories



- Giant is fighting the tribe; tribe is losing
- No one in the tribe is willing to face the giant
- David, an unlikely candidate – a shepherd, not a soldier, agrees to face Goliath
- David kills Goliath and is the hero to the entire tribe

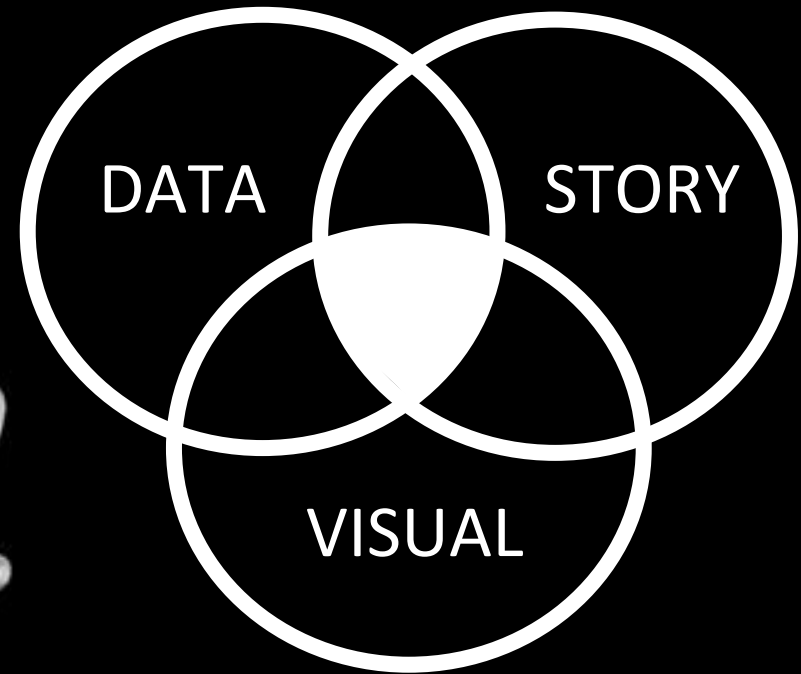


- Nemo, who has a foreshortened fin, is captured by a diver
- Dad sets out to find and rescue Nemo
- Dad meets Dory, and has lots of close encounters – sharks, jellyfish – during his rescue attempt
- Meanwhile, Nemo is hatching his own escape plans
- Dad and Nemo are reunited

We have lost touch with our inner story teller



**Be strategic
and creative
about telling
your story**



**But how does that work
in the real world?**



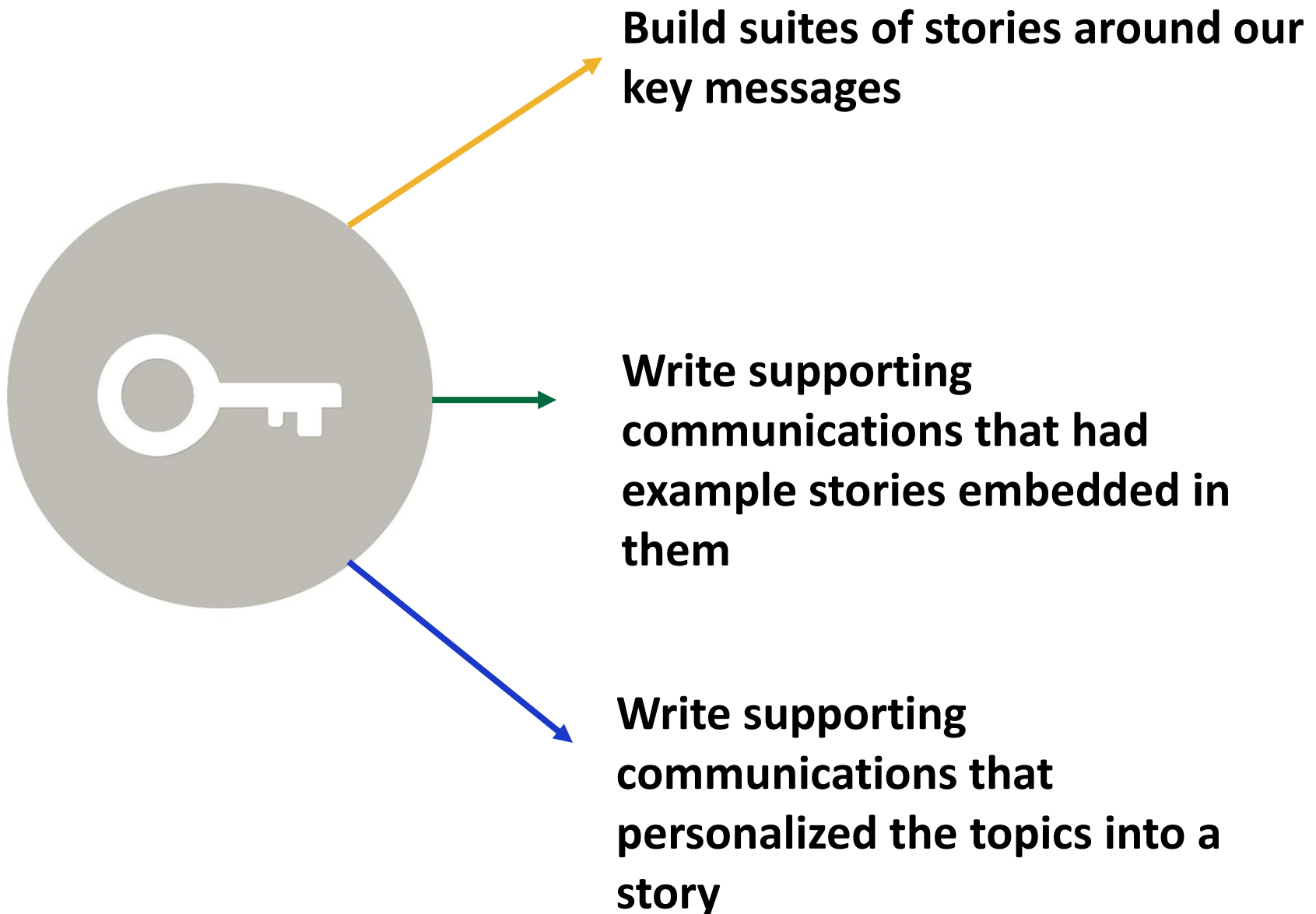




EE is a leader in successful project delivery.



EE is a connector across multiple stakeholder groups.



My Utility Residential Energy Efficiency Internal Communications Plan - Spring/Summer												
Desired Outcomes:												
1. EE is seen as a leader in successful project delivery.												
2. EE is seen as a connector across multiple stakeholder groups.												
Meme	Key Messages	Story Arc	Placement Desired	EE team (outside of reg ional commu- nications)	Audience					Preparer	Deliverer	Frequency/ Dates of Delivery
					Internal Commu- nications	Other Dept	Local Power Companies	Trade Allies				
A New Approach to Project Management	Set a target but be flexible in how you get there.	Developed a project plan and set a date. As we worked, issues developed, stuck to our date and made it	Internal Publication/Upper Management Meeting Callouts	X	X					Joe Smith, EE residential team	Sally Smith, Senior Manager for EE residential team	4 weeks prior to desired publish date of April 1. Submit by March 1.
	Define your team	Clearly defined roles and responsibilities for every team member and a clear, regular schedule for checkins. Team members changed. Redefined r&r as needed and kept moving.	Internal Publication/Upper Management Meeting Callouts	X	X					Tammy Jones, EE residential team	Sally Smith, Senior Manager for EE residential team	4 weeks prior to desired publish date of May 1. Submit by April 1.
	Maintaining momentum by celebrating the small stuff	Excited at the outset - a new challenge. Soon roadblocks and distractions arose - as we dealt with these, we learned to celebrate even our small successes to keep our enthusiasm and momentum going	Internal Publication/Upper Management Meeting Callouts	X	X					Mary Smith, EE residential team	Sally Smith, Senior Manager for EE residential team	4 weeks prior to desired publish date of June 1. Submit by May 1.
Meaningful Collaborations	Pilot Partners	LPC came to utility with a challenge, looking for a solution. Utility invited LPC to be an integral part in looking for that solution. Worked in partnership thru design and pilot phases.	Customer Communications and Community Meetings			X				Harry Jones, EE residential team	Sally Smith, Senior Manager for EE residential team	4 weeks prior to desired publish date of April 1. Submit by March 1.
	Talking with Trade Allies	Designed a program and launched a pilot. Not as successful as we hoped - identified trade allies as missing link. Went out and actively sought out trade ally input - drama. Improved the program by listening to their opinions.	Customer Communications and Community Meetings				X			Manny Smith, communication coordinator for EE residential team	Sally Smith, Senior Manager for EE residential team	4 weeks prior to desired publish date of May 1. Submit by April 1.
	Creating Collaboration with Local Power Companies	Scheduled a series of face to face training sessions to introduce new program. Met with some excitement and many reservations. Continued to meet them where they were and work to understand their POV.	Customer Communications and Community Meetings			X				Suzy Jones, communication coordinator for EE residential team	Sally Smith, Senior Manager for EE residential team	4 weeks prior to desired publish date of June 1. Submit by May 1.

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Our BIG Story

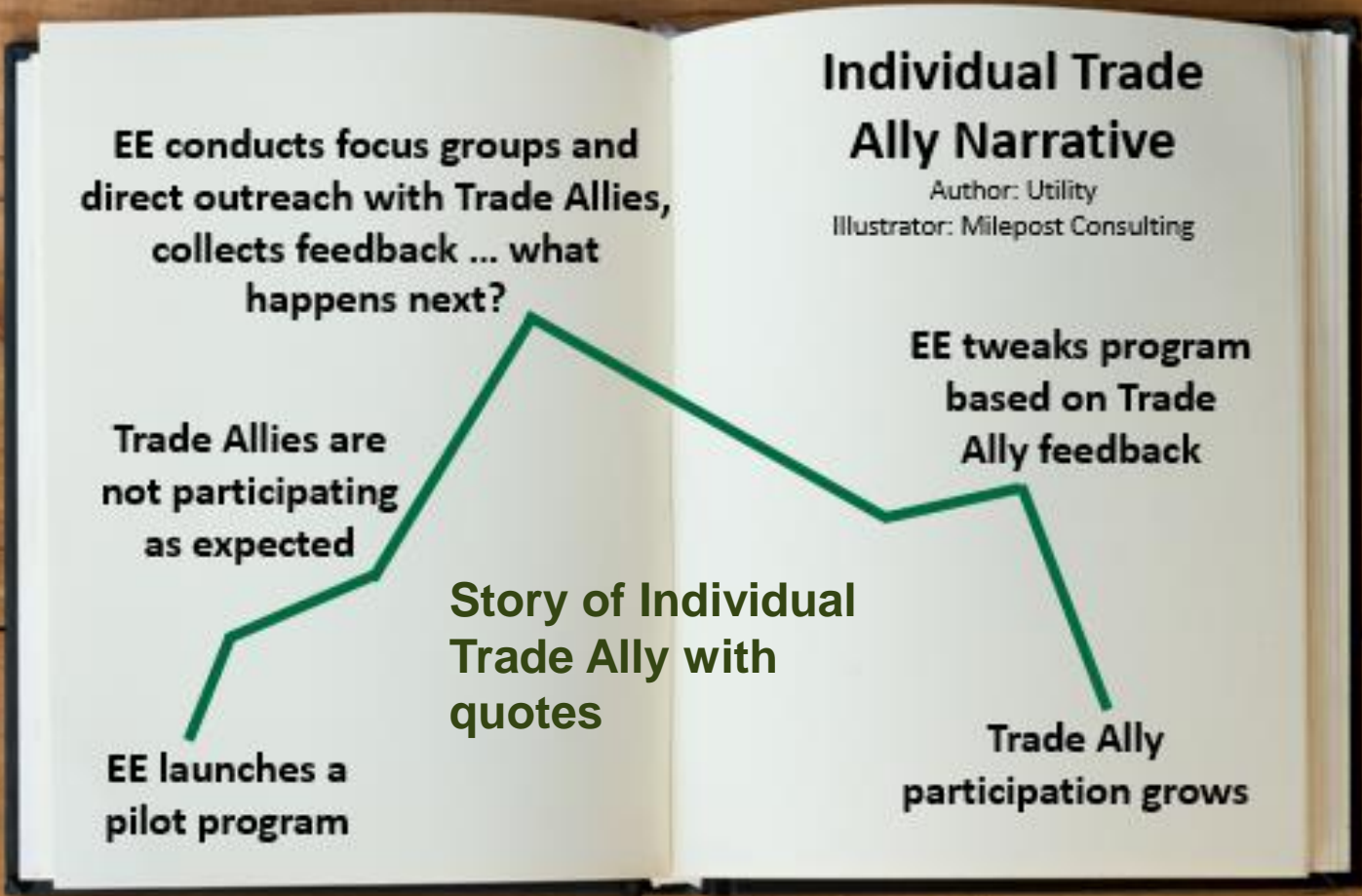
Author: Utility
Illustrator: Milepost Consulting

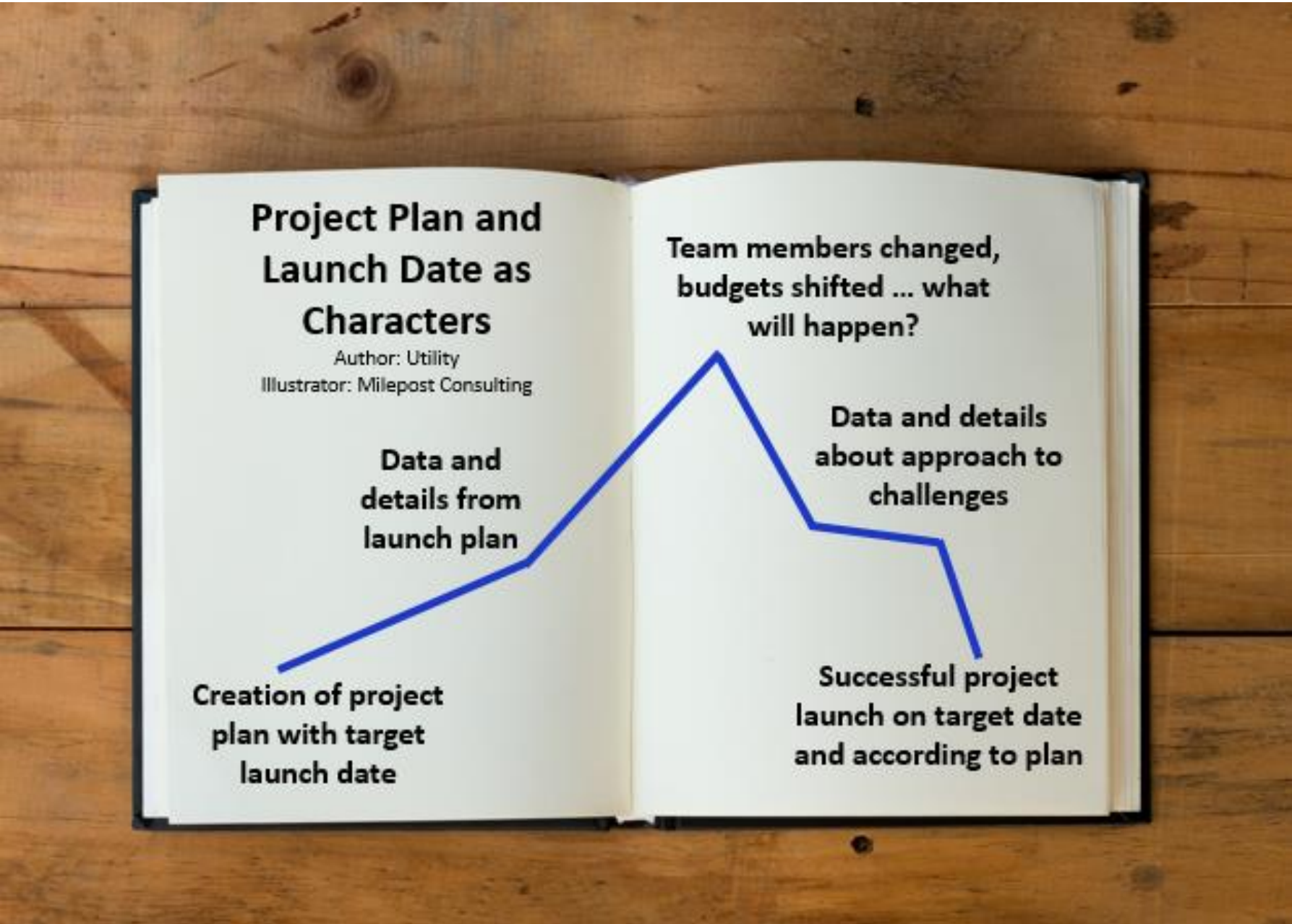
**Let's try something
different ... will it work?**

**EE wants a new
reputation**

**Successful new
program launches**







**Project Plan and
Launch Date as
Characters**

Author: Utility
Illustrator: Milepost Consulting

**Data and
details from
launch plan**

**Creation of project
plan with target
launch date**

**Team members changed,
budgets shifted ... what
will happen?**

**Data and details
about approach to
challenges**

**Successful project
launch on target date
and according to plan**



**Do you
remember
mine?**



efficiency engagement environment

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