The Art and Science of Storytelling

EE can learn from David, Goliath and Finding Nemo
EVERYONE HAS A STORY
A Quick Quiz

David & Goliath

Finding Nemo
Energy Efficiency has a Challenge
The Original Flat Screen TV
Tension Makes a Story Stick
A logical path from beginning to end

Aristotle, 384-322 B.C.
And said another way...
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?
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.
But how does that work in the real world?

Build suites of stories around our key messages

Write supporting communications that had example stories embedded in them

Write supporting communications that personalized the topics into a story
<table>
<thead>
<tr>
<th>Meme</th>
<th>Key Messages</th>
<th>Story Arc</th>
<th>Placement Desired</th>
<th>Preparer</th>
<th>Deliverer</th>
<th>Frequency/ Dates of Delivery</th>
</tr>
</thead>
<tbody>
<tr>
<td>A New Approach to Project Management</td>
<td>Set a target but be flexible in how you get there.</td>
<td>Developed a project plan and set a date. As we worked, issues developed, stuck to our date and made it</td>
<td>Internal Publication/Upper Management Meeting Callouts</td>
<td>Joe Smith, EE residential team</td>
<td>Sally Smith, Senior Manager for EE residential team</td>
<td>4 weeks prior to desired publish date of April 1. Submit by March 1.</td>
</tr>
<tr>
<td>Define your team</td>
<td></td>
<td>Clearly defined roles and responsibilities for every team member and a clear, regular schedule for checkins. Team members changed. Redefined r&amp;r as needed and kept moving.</td>
<td>Internal Publication/Upper Management Meeting Callouts</td>
<td>Tammy Jones, EE residential team</td>
<td>Sally Smith, Senior Manager for EE residential team</td>
<td>4 weeks prior to desired publish date of May 1. Submit by April 1.</td>
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<tr>
<td>Maintaining momentum by celebrating the small stuff</td>
<td>Exhilarated 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.</td>
<td>Internal Publication/Upper Management Meeting Callouts</td>
<td></td>
<td>Mary Smith, EE residential team</td>
<td>Sally Smith, Senior Manager for EE residential team</td>
<td>4 weeks prior to desired publish date of June 1. Submit by May 1.</td>
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<tr>
<td>Meaningful Collaborations</td>
<td>Pilot Partners</td>
<td>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.</td>
<td>Customer Communications and Community Meetings</td>
<td>Harry Jones, EE residential team</td>
<td>Sally Smith, Senior Manager for EE residential team</td>
<td>4 weeks prior to desired publish date of April 1. Submit by March 1.</td>
</tr>
<tr>
<td>Talking with Trade Allies</td>
<td>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.</td>
<td>Customer Communications and Community Meetings</td>
<td></td>
<td>Manny Smith, communication coordinator for EE residential team</td>
<td>Sally Smith, Senior Manager for EE residential team</td>
<td>4 weeks prior to desired publish date of May 1. Submit by April 1.</td>
</tr>
<tr>
<td>Creating Collaboration with Local Power Companies</td>
<td>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.</td>
<td>Customer Communications and Community Meetings</td>
<td></td>
<td>Suzy Jones, communication coordinator for EE residential team</td>
<td>Sally Smith, Senior Manager for EE residential team</td>
<td>4 weeks prior to desired publish date of June 1. Submit by May 1.</td>
</tr>
</tbody>
</table>

sabrina@milepostconsulting.com
But how does that work in the real world?

**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
EE conducts focus groups and direct outreach with Trade Allies, collects feedback ... what happens next?

Trade Allies are not participating as expected

EE launches a pilot program

Individual Trade Ally Narrative
Author: Utility
Illustrator: Milepost Consulting

EE tweaks program based on Trade Ally feedback

Trade Ally participation grows

Story of Individual Trade Ally with quotes
But how does that work in the real world?

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
But how does that work in the real world? Do you remember mine?
Sabrina Cowden, Senior Project Manager

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