



Leadership Development

Storytelling Challenge

Amplify leader insights on UGC video
to create learning and culture change
for everyone.



Based on model and successful campaign devised in
collaboration with **Michal Niezgoda**, *Leadership
Development Snr Program Manager, Amazon Alexa.*



Why run a storytelling challenge?

One of the limitations of your average leadership development programme is it takes place behind closed doors. This is the case whether it's face-to-face, blended or 100% virtual.

Over a six to 18 month period, a cohort is taught models, strategies and techniques. They participate in activities, reflect and develop their practice. However, this is mostly an individual journey.

What if there was a way to amplify these experiences, share actionable insights and create debate not only with each other but also with the rest of the organization?

Michal Niezgodna's Storytelling Challenge model and StoryTagger campaign does just that.



How to use this guide

Use this guide to run a successful leader-led storytelling challenge around a priority development theme, behaviour or mindset.

The challenge can be part of a programme or run as a stand-alone campaign.

On the following pages you'll find a campaign overview, workflows and a step-by-step StoryTagger guide.

NB. The challenge doesn't just have to be for leaders. You can follow the same concept for everyone!

About StoryTagger

StoryTagger is a guided video storytelling platform that empowers employees to share work experiences in an impactful, efficient and engaging format.

Use it to capture tacit knowledge, promote knowledge sharing and create a culture of continuous learning, to unlock your team's full potential.

Embed storytelling in your programmes to boost learning transfer.

Leadership development storytelling challenge

What is it and what are the benefits?

The storytelling challenge is an impactful campaign where leaders share their insights on video to create a learning experience for everyone.

Responding to prompts in StoryTagger, based on what matters in your organization, leaders share their real stories and nominate a colleague who shares their own experience. But, it doesn't stop there.

Use the individual stories and nominations to create a buzz, develop actionable learning content on the theme and fuel debate in a fireside chat which is open to a wider audience. Practically, it's efficient too. You design the theme and questions once and this underpins all the campaign components.



- ▶ Creates a more open, visible approach to leadership development
- ▶ Helps everyone connect to company culture, values and behaviours
- ▶ Provides a mechanism for leaders to lead by example, share experiences and actionable tips to benefit everyone
- ▶ Embeds learning and enables people to learn from each other
- ▶ Increases impact, multiplies learning transfer and ROI

The model

Design once, deliver multiple valuable learning assets and experiences – all based on what matters to leaders



Your StoryTagger campaign and topic design will deliver:

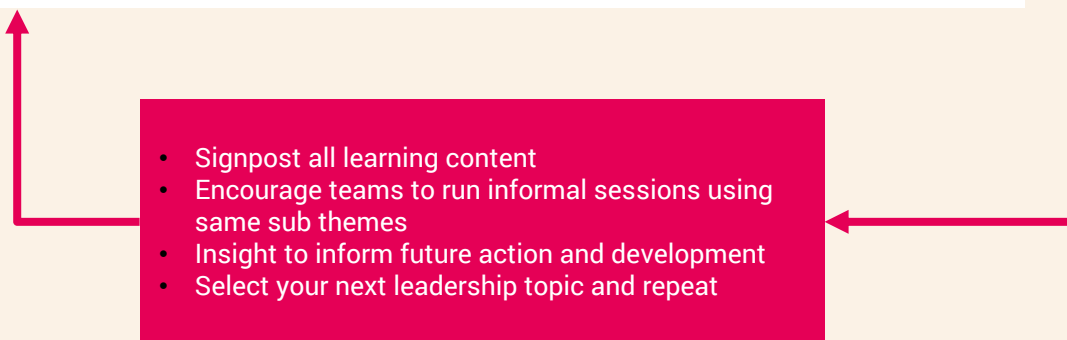
- Individual stories and insights around 1 x core topic with 3 x sub themes
- Three video montages based on sub themes
- One live fireside chat with recording and transcript using same topic structure
- Team exercises based on assets
- Conversation, peer learning and actionable insights

The model | Overview and schedule

Use the following headline plan to map out and schedule your storytelling challenge. Run and repeat.

Timeframe	WK 1-2	WK 3-6	WK 7-10	WK 11-12
Campaign Stage	Plan and design	Individual story capture	Montages and promote fireside chat	Fireside chat and signpost further learning
Comms	Comms plan for each campaign phase Identify first storytellers	Invite 3 – 5 people to share their story and nominate peers Create buzz around nominations Publish full stories	Trailer of story soundbites to promote fireside chat	Invite panelists Promote and follow up
Storytelling and content creation	Select your leadership topic or goal Design ST story structure based on 3 x sub themes	Invite each nominee to ST to share their stories	Create 3 x montages with actionable insights based on each sub theme as further learning	Use ST story structure as fireside chat format and questions Capture recording and transcript

- Signpost all learning content
- Encourage teams to run informal sessions using same sub themes
- Insight to inform future action and development
- Select your next leadership topic and repeat



Example topic structure

For Michal's first Storytelling Challenge at Amazon Alexa, he focused on the theme Thriving vs Surviving. Take a look at the structure below. See how Parts 1, 2 and 3 will each form a compelling montage plus the structure for the Fireside Chat.

Part 1



45 secs

Lead to thrive

1. What does "thriving" mean to you?
2. Share how it feels to "thrive" compared to being in survival mode?

Part 2



45 secs

The impact

1. How does it impact your team when you are surviving?
2. How does your team perform when you're "thriving"?

Part 3



45 secs

Lessons to share

1. How do you move towards "thriving"?
2. What is the single most important lesson learned on your journey towards "thriving"?

Part 4



15 secs

Nominate next leader

1. Who would you like to nominate next to share their story?

Follow this process

1

Select your leadership topic or goal

- Consider what's challenging or topical.
- Where will sharing real leader experiences support and drive change?
- What other programmes or initiatives does this relate to and how?

2

Design your StoryTagger campaign

- Your campaign design does the heavy lifting so think carefully about the themes, questions and prompts - **design with repurposing in mind and keep it compact.**
- Identify three sub themes, each of which will be a Part in the StoryTagger topic.
- These three sub themes will become your three montages and provide the interview structure for your fireside chat.
- Add 4th Part which invites storyteller to nominate another leader.
- Include a section on actionable tips to support everyone's practice.
- Create a communication plan for the campaign (include different phases - nominate and capture stories, promote fireside chat, follow up to fireside chat).

3

Launch your campaign and start capturing stories

- Identify and target your first storytellers.
- Make sure you capture diverse voices and include someone with influence.
- Invite 3 - 5 people to participate, share their story and nominate a peer.

4

Publish full video stories and promote nominations

- Download stories and publish to internal channel as part of a pipeline of content with a regular cadence.
- Share full story and nomination clip as it gets submitted to build up excitement.
- Contact each leader nominated, add them as a creator on ST and invite them to share their own experiences.

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Create montages and promote fireside chat

- 60 - 90 secs trailer with CTA / Date / Title of fireside chat.
- Three 3 – 5 mins montages sourced on each sub theme from the story parts.
- Download transcripts and watch stories to capture sound bites.
- Compile montages so they tell a story and have a good dynamic - order people who have different presentation styles, and represent different communities.

6

Host fireside chat to dive deeper into topic

- Ask panellists to watch the videos before the event.
- Option to include one of the existing storytellers but bring in other voices.
- Conversation is reaction and response to the stories.
- Use topic interview structure to drive conversation.
- Record fireside chat and share recording with transcript on internal channel.

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Follow up and future learning

- Watch video story montages on internal channel.
- Consider a particular question or theme.
- Use insight as needs analysis to inform future development programmes.
- Opportunity for individual teams to hold informal sessions around the topic using the assets.
- Select your next leadership topic and repeat.

Transform how you capture and share real learning experiences



Discover how video stories create more connected digital learning experiences:

- Onboarding
- Leadership
- Subject matter experts
- Learning culture
- Cohort-based learning
- DE&I

www.storytagger.com