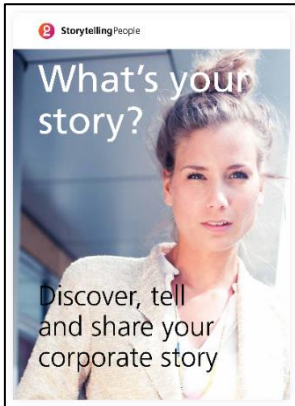




CORPORATE STORYTELLING

Learning Material n. 1 “What Corporate Storytelling is and why is important for companies”



[STORYTELLING PEOPLE](#)

For more than 30 years Storytelling People has been recording corporate stories and bringing them to life with storytelling and community building. This website shows the added value of corporate storytelling for companies and organizations by explaining what this kind of storytelling is.

[7 WAYS TO MAKE YOUR BUSINESS STORYTELLING AWESOME](#)

The author of this article, Kathy Klotz-Guest, is passionate about the world of telling business stories. She believes that storytelling is so much bigger than marketing because it's the foundation of how companies communicate who they are in the world and what they stand for.



[THE BUSINESS STORYTELLING PODCAST](#)

Christoph Trappe shares tips, tricks, and stories about storytelling, content marketing, and business storytelling. He explains why stories help to find customers, connect with customers, donors, advocates, and others. His aim is to teach people how to share their stories.

[THE STORY ENGINE PODCAST](#)

The Story Engine Podcast helps people to learn how to make marketing easier, more powerful, and fun through storytelling. Each week people learn from top entrepreneurs, influencers, and world-changers on how to share their story through content, copywriting, speaking, and how to make people's stories their most powerful marketing tool.





THE ART OF BUSINESS STORYTELLING



Ameen Haque, Founder of Storywallahs, is a storyteller, story coach, and consultant. He trains leaders and entrepreneurs in storytelling, crafting narratives, and using story and story-based frameworks to help organizations navigate change and inspire action along desired goals. His experiences have exposed him to stories, human behavior, team dynamics, and strategy and influence his storytelling work today.

Learning Material n. 2 “Inspirational examples of Corporate Stories”



CORPORATE CULTURE - APPLE EXAMPLE

This video is a walk through the culture of Apple. Here you will find the secrets of the success behind such a huge company. Insights can be gained by examining the cultural artifacts and inferring underlying beliefs and value structures.

BERNARD-MASSARD

Bernard-Massard is the main producer of sparkling wines in accordance with the “méthode traditionnelle” of Luxembourg. It is a family business with the vocation to create wines of impeccable quality, while respecting traditions and constantly opening up to social, environmental and qualitative progress. Their teams work every day in the vineyards and cellars with a single aim: to offer to their clients a moment of pleasure.



CORPORATE STORYTELLING EXAMPLES FROM WELL-KNOWN BRANDS



Published in The Business of Story blog, this article explains how you can make your brand stand out from the rest by telling a story that conveys your values, shares your history, and engages your audience. Here you can find some brand storytelling case studies to see what you can learn from other brands.



TOP-10 EXAMPLES OF BUSINESS STORYTELLING

In the age of the internet, there are three main storytelling mediums: written, spoken, and video storytelling, and the author of this article, George Rowlands, created a list that includes each of these mediums to varying degrees and ranks how effective each individual company's technique has been.

BE THE DROP PODCAST

This podcast captures insights from a wide range of guests including leading entrepreneurs, athletes, social media influencers, CEO's, charity founders, and visionaries. So, you will learn the ways to connect in a more meaningful way as both a business owner and community leader by providing corporate storytelling case studies.



Learning Material n. 3 “Canvas for Corporate Stories: identify your narrative proposition”

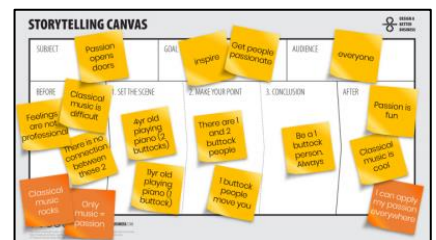
STORYTELLING CANVAS

Storytelling canvas is a great tool for visually structuring a story with the target audience in mind and a key goal to aim for. This website offers a complete guide that, step by step, helps you to create your corporate story.



STRATEGIC STORYTELLING: BRIDGING IDEATION AND SCALING

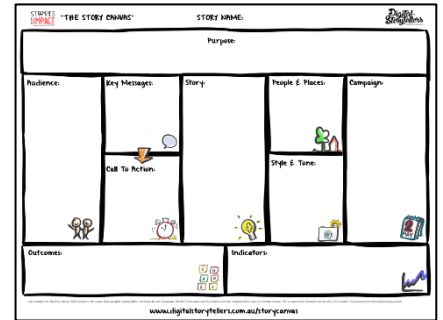
This article can help people to understand the importance of a strategy in order to create a perfect corporate story. The author of this article, Maarten van Lieshout, explains the storytelling canvas by an interesting example.





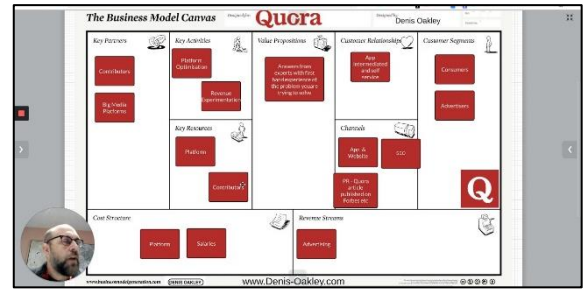
THE STORY CANVAS

This website presents its own steps for developing awesome stories into an easy to follow process. The Story Canvas is based on the Business Model Canvas' and is a simple to use tool to develop and ideate your story ideas.



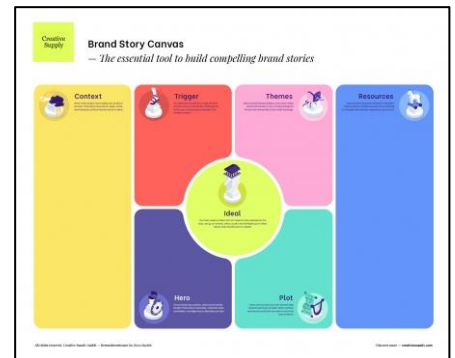
USING THE BUSINESS MODEL CANVAS AS A STORY TELLING FRAMEWORK

In this video, Denis Oakley gives an example of storytelling using the Business Model' Canvas. He uses the Quora Business Model Canvas and adapts the Pixar Pitch to talk about the problem that 'Bob' faced and how the story solved it for him.



THE BRAND STORY CANVAS

Thanks to this website, people will discover an essential tool that reveals the structure behind every great brand story, and learn how to craft a story that resonates with both your company and audience.



Learning Material n. 4 “Corporate-Storyboard: write your story!”

CORPORATE VIDEO STORYBOARD: VISUALIZE YOUR CONTENT

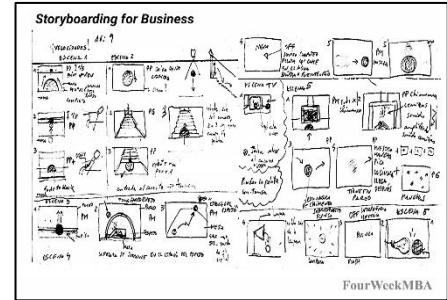
A corporate video storyboard is one of the most underrated stages of corporate video production. In addition, a lot of people get stuck when it comes to storyboarding. You might have questions like: is storyboarding an essential step in corporate video creation? Or how does one get it right? In this video, you will find the answers.





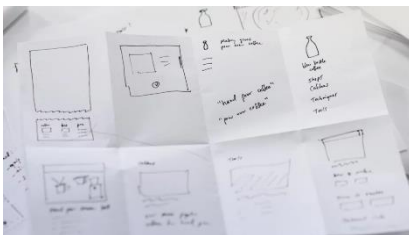
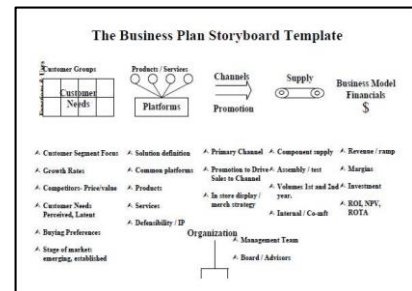
WHAT IS STORYBOARDING AND WHY IT MATTERS IN BUSINESS

A storyboard process is now used also in business to understand and map customers' experience and enable the growth of the company using that process. This article is full of definitions and tips in order to develop your own corporate storyboard.



BUSINESS STORYBOARD TEMPLATES

This website provides different corporate-storyboard templates in order to help you creating your own storyboard. So, you won't have to spend hours on your computer creating a storyboard template from scratch.

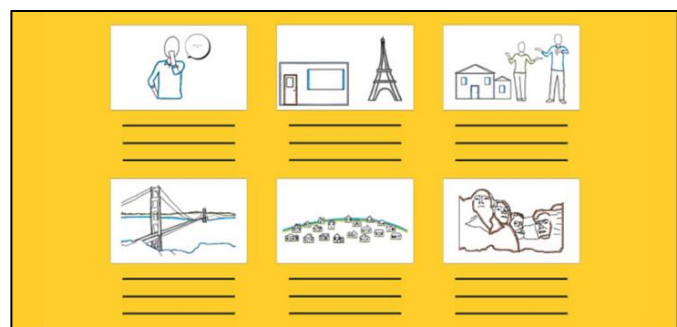


THE 8 STEPS TO CREATING A GREAT STORYBOARD

The author of this article, Google Ventures' Jake Knapp explains people the lightning-fast process he employs to get a team's ideas down on paper. He describes step by step how to develop a great corporate-storyboard.

WHAT IS A STORYBOARD AND WHY DO YOU NEED ONE?

This article is an exhaustive guide of everything you need to know about storyboards. When you make a video for your business, planning is extremely important and one of the most important stages of planning out your video is creating a storyboard.

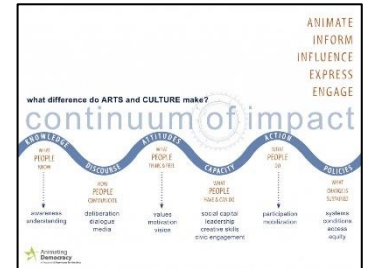




Learning Material n. 5 “Evaluate the Impact of your Corporate Storytelling Project”

HOW DO WE EVALUATE THE IMPACT OF OUR STORIES?

This article explains that not only can storytelling be evaluated, within limits, but it can also be a method of evaluation, providing a picture of the change you make. Here you will be taught how to make it useful in order to evaluate the impact of your corporate storytelling project.



STORYTELLING CAN BE A FORCE FOR SOCIAL CHANGE

This article is an interesting point of view about how storytelling can lead to social change. Especially now that even in tech and business, people are waking up to the power of a good story to shape workplaces and markets.

STORYTELLING AND SOCIAL CHANGE

This video gives you the opportunity to listen to a roundtable discussion between four storytellers and leaders of change on narrative's power to reach and inspire new audiences.



STORYTELLING FOR GOOD: EVALUATION

This webinar focuses on Evaluation, one of the four pillars of storytelling. Here, you will learn that tracking progress with accurate, consistent and quantifiable metrics can also build a strong case to senior management for investing time and resources into your future storytelling efforts.

THE BENEFITS OF GOOD PRESENTATION STORYTELLING

The author of this article, Kelly Allison, thinks that you will engage your audience and drive it to action more than a compelling story. So, this article will explore the benefits of good presentation storytelling that you need to keep in mind if you want to create a successful corporate project.

