



STORY MINING WORKSHOP

INDIVIDUAL STORY MINING

Thought Leader Development

The goal of this workshop is to identify a subject matter expert's areas of specialty and differentiation for more effective media pitching and story telling opportunities.

✓ Explore what media types your subject matter expert is comfortable working with, such as writing articles, participating in live interviews, recording podcasts, etc.

✓ Identify areas where the subject matter expert is an expert in their field and build a thought leadership profile that can be used for future reference.

✓ Discover the key stories and projects where the subject matter expert has contributed within the organization that could be shared internally or externally.

GROUP STORY MINING

Corporate Story Development

The goal of this workshop is to distill the best, most unique, most interesting projects, products, capabilities and people that you can incorporate into your content and storytelling.

✓ Engage in a collaborative brainstorming session to capture and uncover the stories that your company should be sharing.

✓ Leverage organizational brand values to craft more powerful and effective messaging that resonates with your target audiences.

✓ View the organization from the perspective of its stakeholders in order to identify and distill the most compelling content for storytelling.

Leveraging story mining will enable your organization to...



Build Your Roster of
Subject Matter Experts



Uncover Compelling
Brand Stories



Hone Thought
Leaders