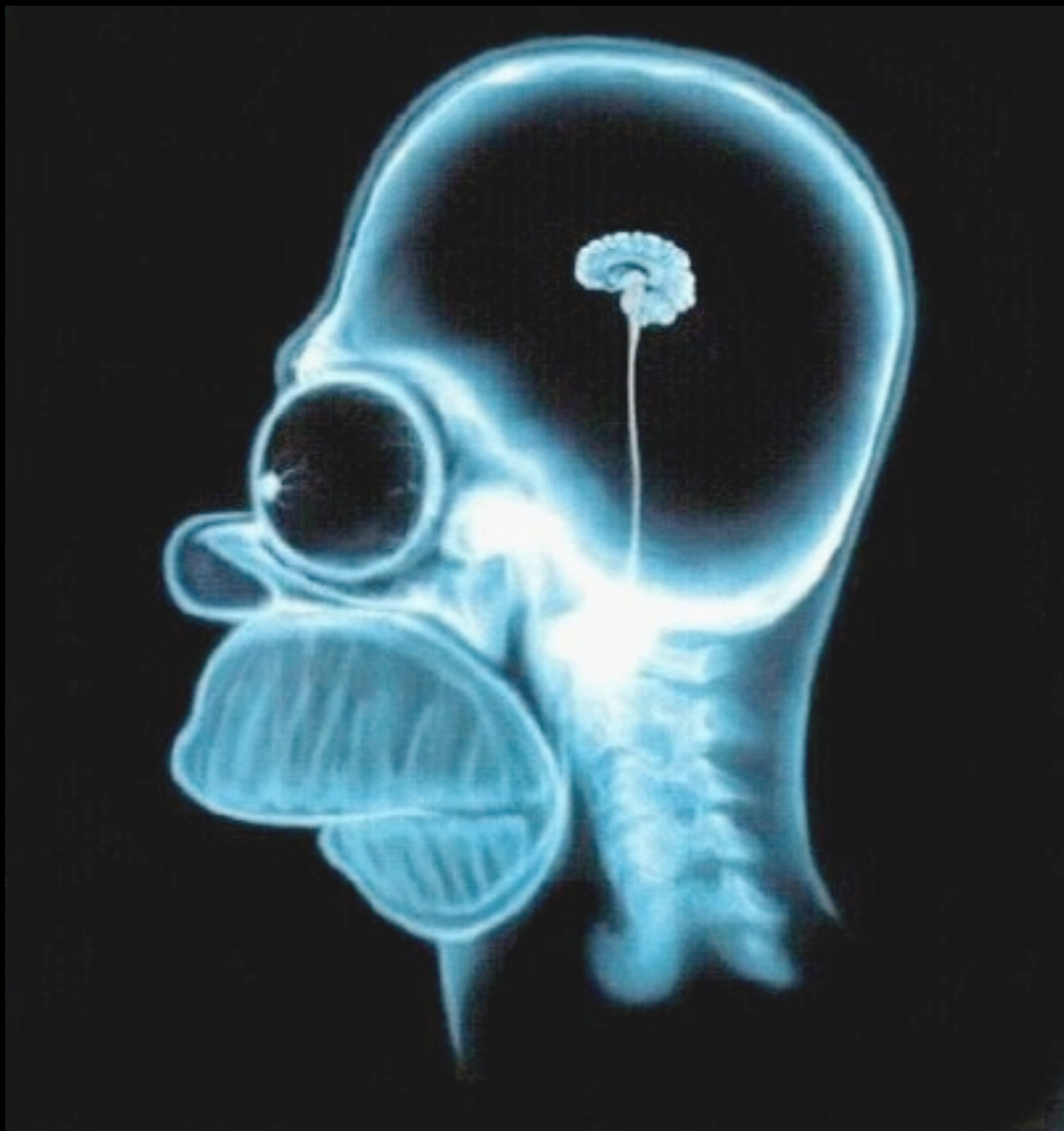


WHAT'S THE NARRATIVE?

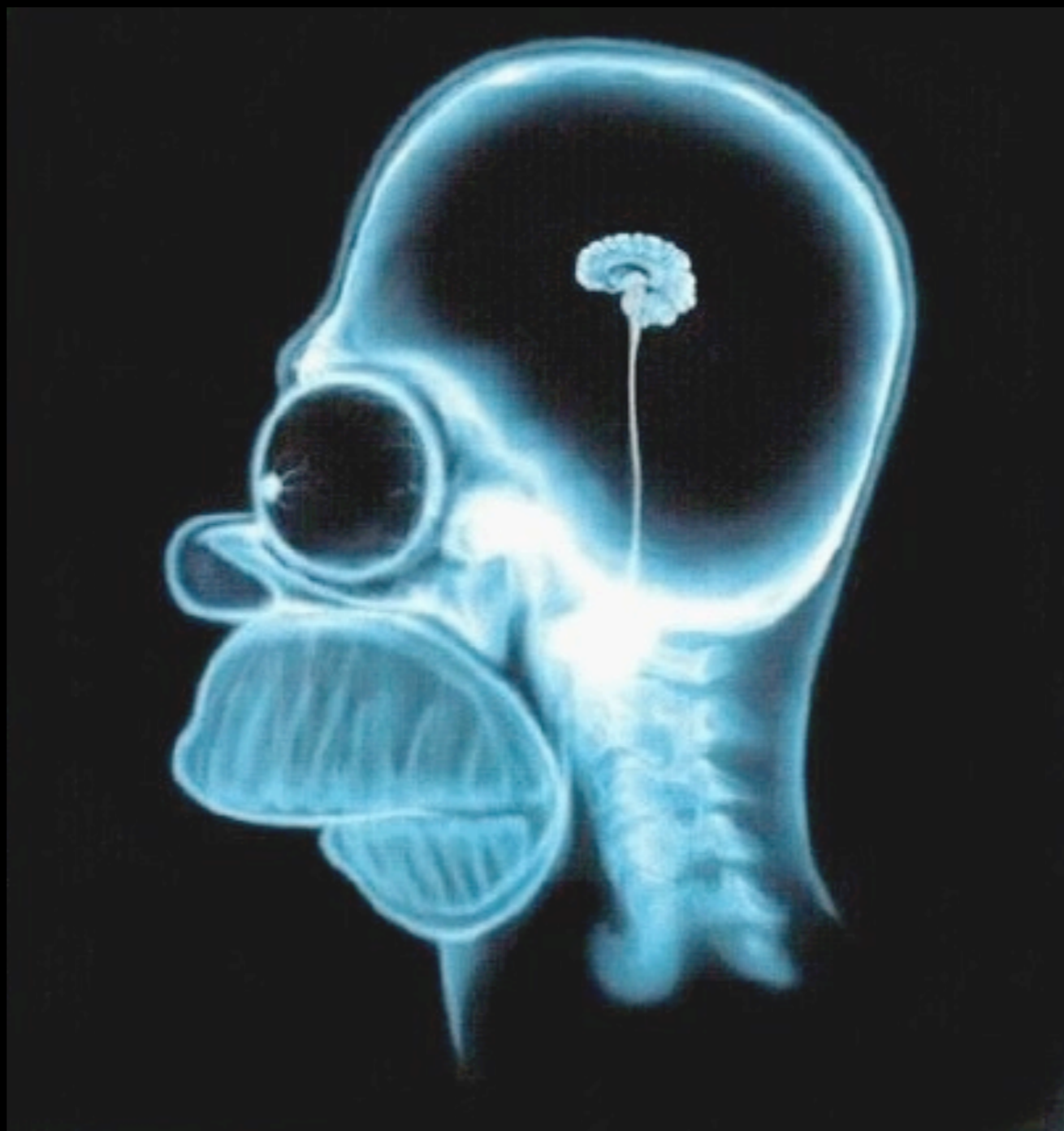
Tony Quinlan
Chief Storyteller



Tony Quinlan, Narrate

t: 07946 094 069

e: tony@narrate.co.uk



Gary Klein, “Sources of Power”

Tony Quinlan, Narrate

t: 07946 094 069

e: tony@narrate.co.uk

NARRATIVE AND STORIES

- **Carry context, knowledge and meaning**

NARRATIVE AND STORIES

- **Carry context, knowledge and meaning**
- **Sharing stories is an inherently human, sense-making, knowledge-expanding activity**

USING NARRATIVE IN COMMUNICATIONS

- **Strategy** - the narrative of your organisation: past, present, future

USING NARRATIVE IN COMMUNICATIONS

- **Strategy** - the narrative of your organisation: past, present, future
- **Branding** - the stories to attract outsiders; the stories customers tell

USING NARRATIVE IN COMMUNICATIONS

- **Strategy** - the narrative of your organisation: past, present, future
- **Branding** - the stories to attract outsiders; the stories customers tell
- **Content** - the material for your comms vehicles

USING NARRATIVE IN COMMUNICATIONS

- **Strategy** - the narrative of your organisation: past, present, future
- **Branding** - the stories to attract outsiders; the stories customers tell
- **Content** - the material for your comms vehicles
- **Impact measurement** - mass narratives self-signified

USING NARRATIVE IN COMMUNICATIONS

- **Strategy** - the narrative of your organisation: past, present, future
- **Branding** - the stories to attract outsiders; the stories customers tell
- **Content** - the material for your comms vehicles
- **Impact measurement** - mass narratives self-signified
- **Vision** - understanding and driving the way forward

USING NARRATIVE IN COMMUNICATIONS

- **Strategy** - the narrative of your organisation: past, present, future
- **Branding** - the stories to attract outsiders; the stories customers tell
- **Content** - the material for your comms vehicles
- **Impact measurement** - mass narratives self-signified
- **Vision** - understanding and driving the way forward
- **Knowledge** - not losing the history and knowledge with redundancy packages

USING NARRATIVE IN COMMUNICATIONS

- **Strategy** - the narrative of your organisation: past, present, future
- **Branding** - the stories to attract outsiders; the stories customers tell
- **Content** - the material for your comms vehicles
- **Impact measurement** - mass narratives self-signified
- **Vision** - understanding and driving the way forward
- **Knowledge** - not losing the history and knowledge with redundancy packages
- **Leaders** - giving them examples to shift their focus and to shift other peoples' focus

WHAT'S YOUR ORGANISATION'S BACK-STORY?

- **The World Health Organisation**

WHAT'S YOUR ORGANISATION'S BACK-STORY?

- **The World Health Organisation**
- **The Future, Backwards**

WHAT'S YOUR ORGANISATION'S BACK-STORY?

- **The World Health Organisation**
- **The Future, Backwards**
 - Internet startup

WHAT'S YOUR ORGANISATION'S BACK-STORY?

- **The World Health Organisation**
- **The Future, Backwards**
 - Internet startup
 - Central Government organisation

WHAT'S YOUR ORGANISATION'S BACK-STORY?

- **The World Health Organisation**
- **The Future, Backwards**
 - Internet startup
 - Central Government organisation
 - Pfizer

THE FUTURE, BACKWARDS



THE FUTURE, BACKWARDS



Tony Quinlan, Narrate

t: 07946 094 069

e: tony@narrate.co.uk

DEFINING THE COMPANY'S STORY

- **There isn't one.**

DEFINING THE COMPANY'S STORY

- **There isn't one.**
- **No, really, there isn't one.**

DEFINING THE COMPANY'S STORY

- **There isn't one.**
- **No, really, there isn't one.**

DEFINING THE COMPANY'S STORY

- **There isn't one.**
- **No, really, there isn't one.**

- **There are thousands**

HELPING THE DECISION-MAKERS

- **Same process, different people - produces different stories**

HELPING THE DECISION-MAKERS

- **Same process, different people - produces different stories**
- **Do it simultaneously in different rooms...**





National Speed Limits (mph) - UK

Vehicle type	Built up areas	Open areas single carriageways	Open areas dual carriageways	Motorways
Cars	30	60	70	70
Cars towing caravans or trailers	30	50	60	60
Buses and Coaches	30	50	60	70
Goods vehicles - under 7.5 tonnes loaded	30	50	60	70
Goods vehicles - over 7.5 tonnes loaded	30	40	50	60

National Speed Limits (mph) - UK

Vehicle type	Built up areas	Open areas single carriageways	Open areas dual carriageways	Motorways
Cars	30	60	70	70
Cars towing caravans or trailers	30	50	60	60
Buses and Coaches	30	50	60	70
Goods vehicles - under 7.5 tonnes loaded	30	50	60	70
Goods vehicles - over 7.5 tonnes loaded	30	40	50	60

National Speed Limits (mph) - UK

Vehicle type	Built up areas	Open areas single carriageways	Open areas dual carriageways	Motorways
Cars	30	60	70	70
Cars towing caravans or trailers	30	50	60	60
Buses and Coaches	30	50	60	70
Goods vehicles - under 7.5 tonnes loaded	30	50	60	70
Goods vehicles - over 7.5 tonnes loaded	30	40	50	60



***"The future is already here.
It's just unevenly distributed."***

William Gibson

LEGENDS AND SACRED STORIES

Tony Quinlan, Narrate

t: 07946 094 069

e: tony@narrate.co.uk

LEGENDS AND SACRED STORIES



Tony Quinlan, Narrate

t: 07946 094 069

e: tony@narrate.co.uk

LEGENDS AND SACRED STORIES



Tony Quinlan, Narrate

t: 07946 094 069

e: tony@narrate.co.uk

LEGENDS AND SACRED STORIES



Tony Quinlan, Narrate

t: 07946 094 069

e: tony@narrate.co.uk

LEGENDS AND SACRED STORIES



Tony Quinlan, Narrate

t: 07946 094 069

e: tony@narrate.co.uk

LEGENDS AND SACRED STORIES



Tony Quinlan, Narrate

t: 07946 094 069

e: tony@narrate.co.uk

COLLECTING THE STORIES



Tony Quinlan, Narrate

t: 07946 094 069

e: tony@narrate.co.uk

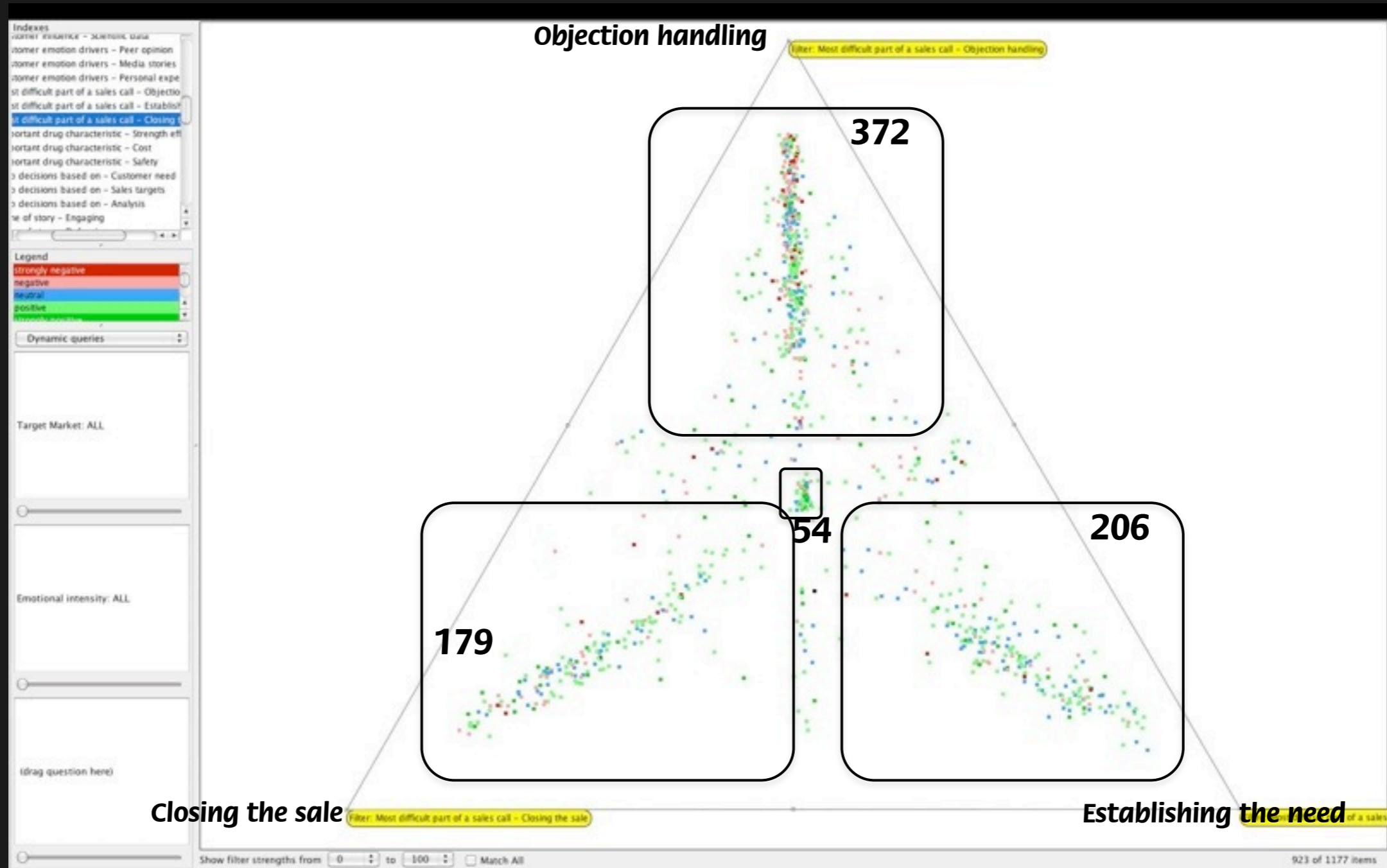
NARRATIVE GATHERING

- **Private sector**

NARRATIVE GATHERING

- **Private sector**
- **Department of Transport**

WHAT WAS THE MOST DIFFICULT PART OF THE SALES CALL?



THE EVENTS IN THIS STORY STEM FROM...

An optimistic attitude

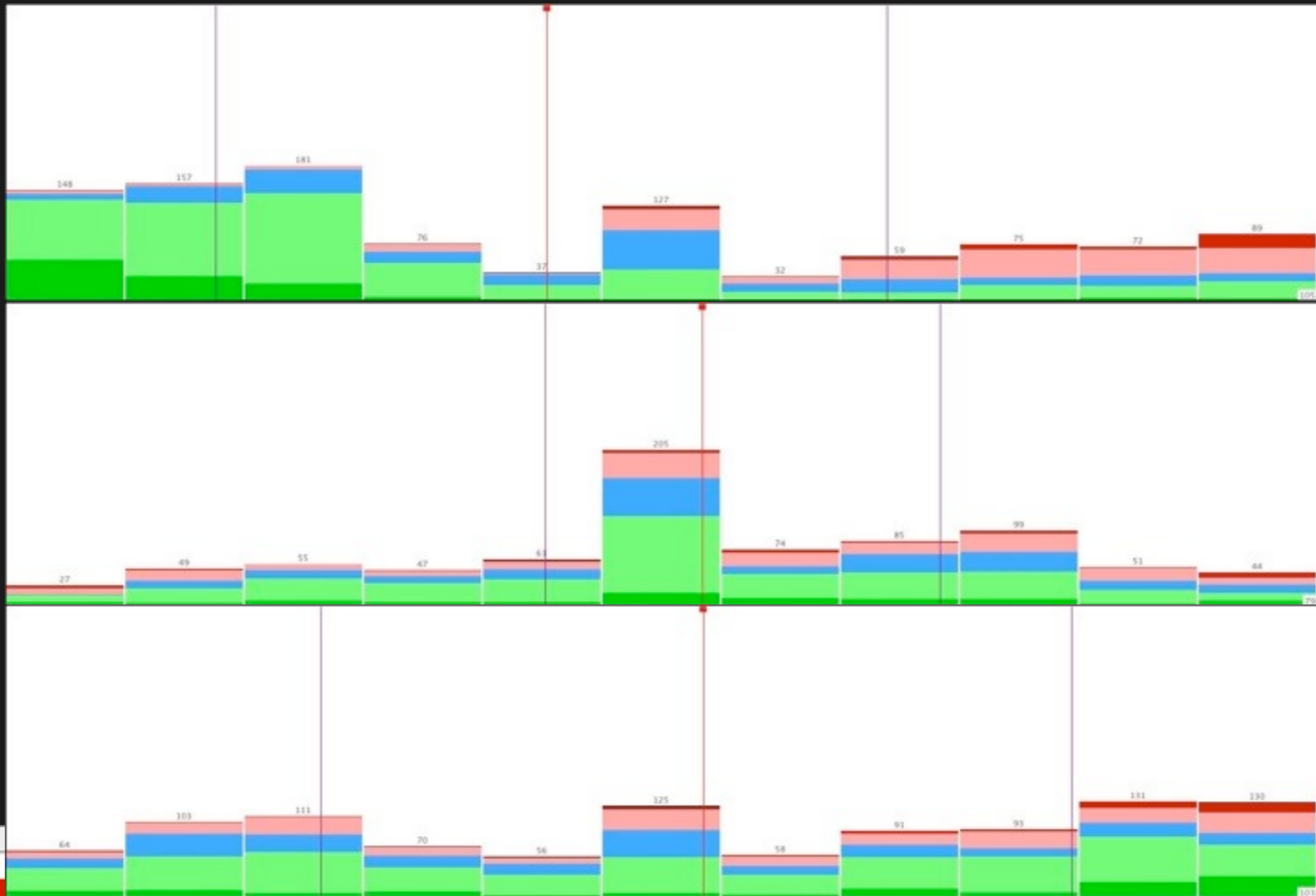
A pessimistic attitude

No targeting of prospects

Too restrictive targeting

A rational approach

An emotional approach



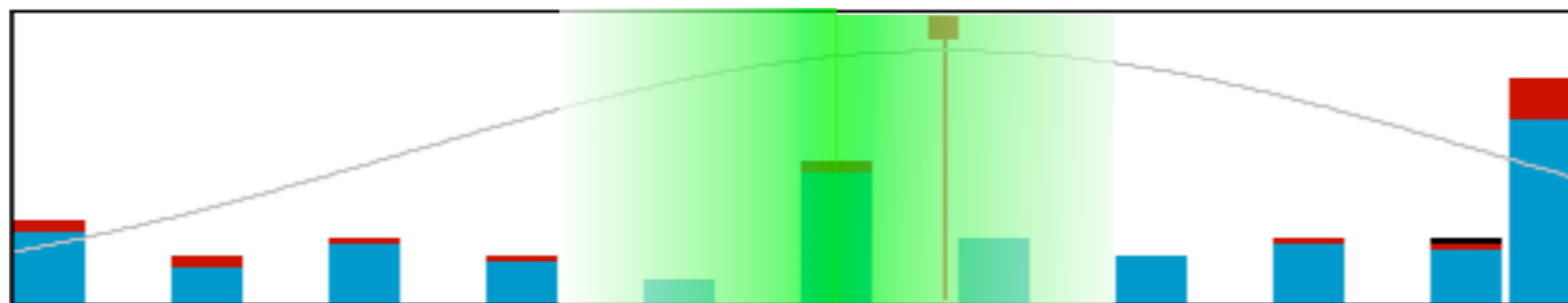
Legend	
Emotional intensity	
strongly negative	Red
negative	Light Red
neutral	Blue
positive	Green
strongly positive	Light Green
Multiple answers	Grey
No answer	Black

t: 07946 094 069

e: tony@narrate.co.uk

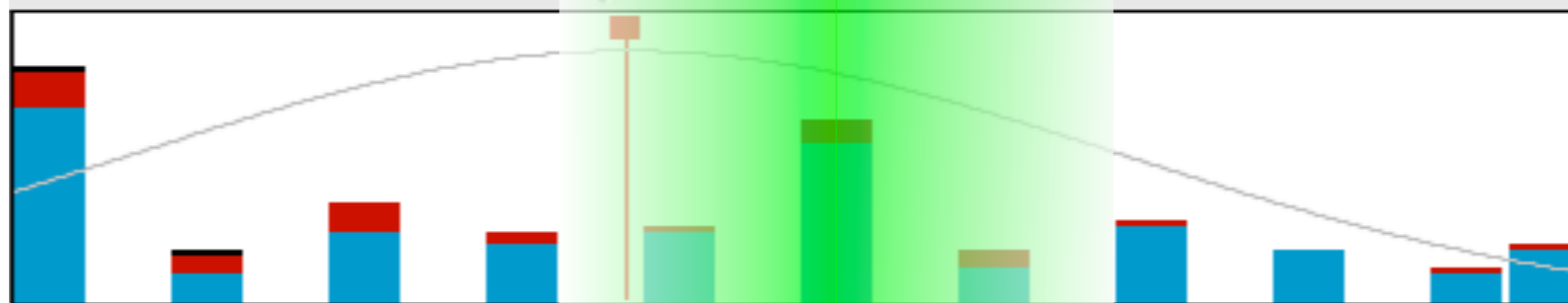
LIVERPOOL MUSEUM IMPACT MEASUREMENT

Staff patronise children



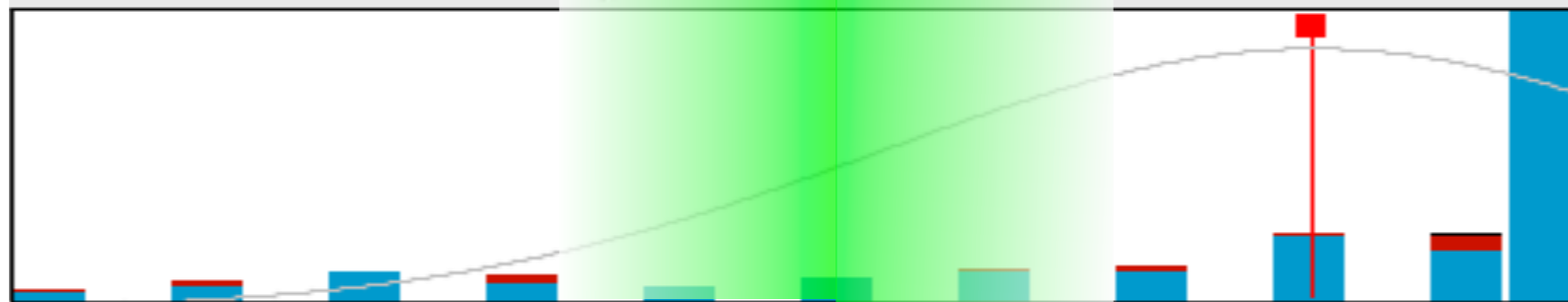
Staff are too child like & pathetic

Too much to see and its overwhelming



Not enough to keep me interested

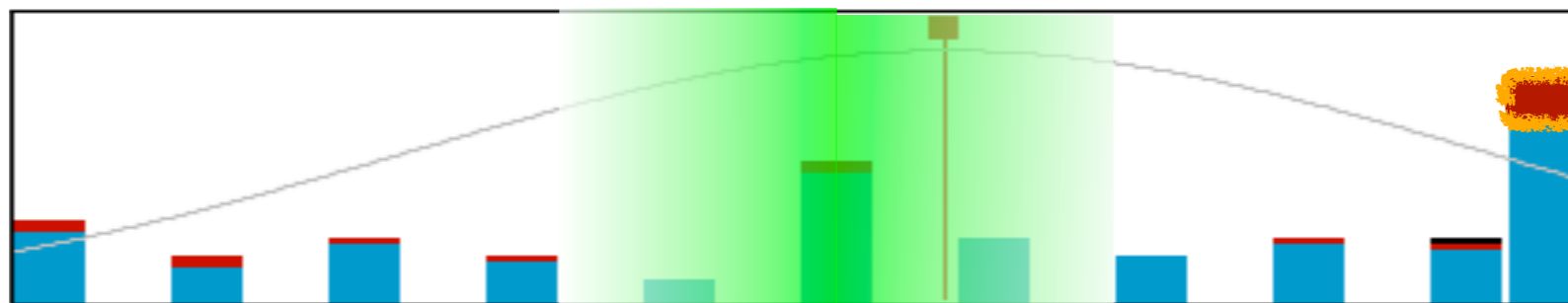
Rushed from place to place missed things



Too much time in one place

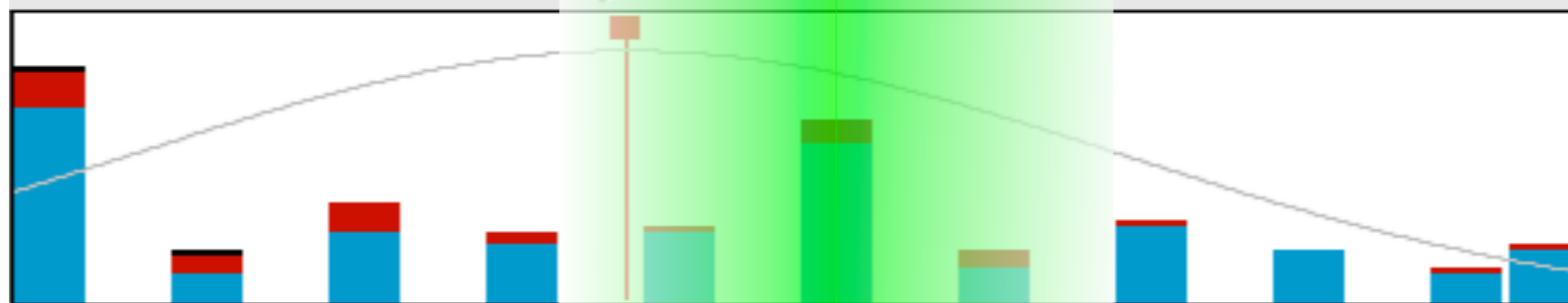
LIVERPOOL MUSEUM IMPACT MEASUREMENT

Staff patronise
children



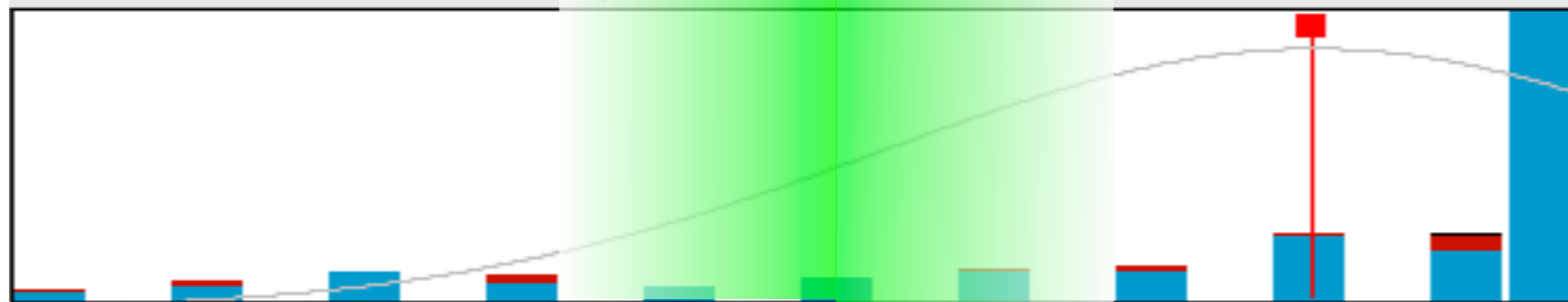
Staff are too
child like &
pathetic

Too much to
see and its
overwhelming



Not enough to
keep me
interested

Rushed from
place to place
missed things



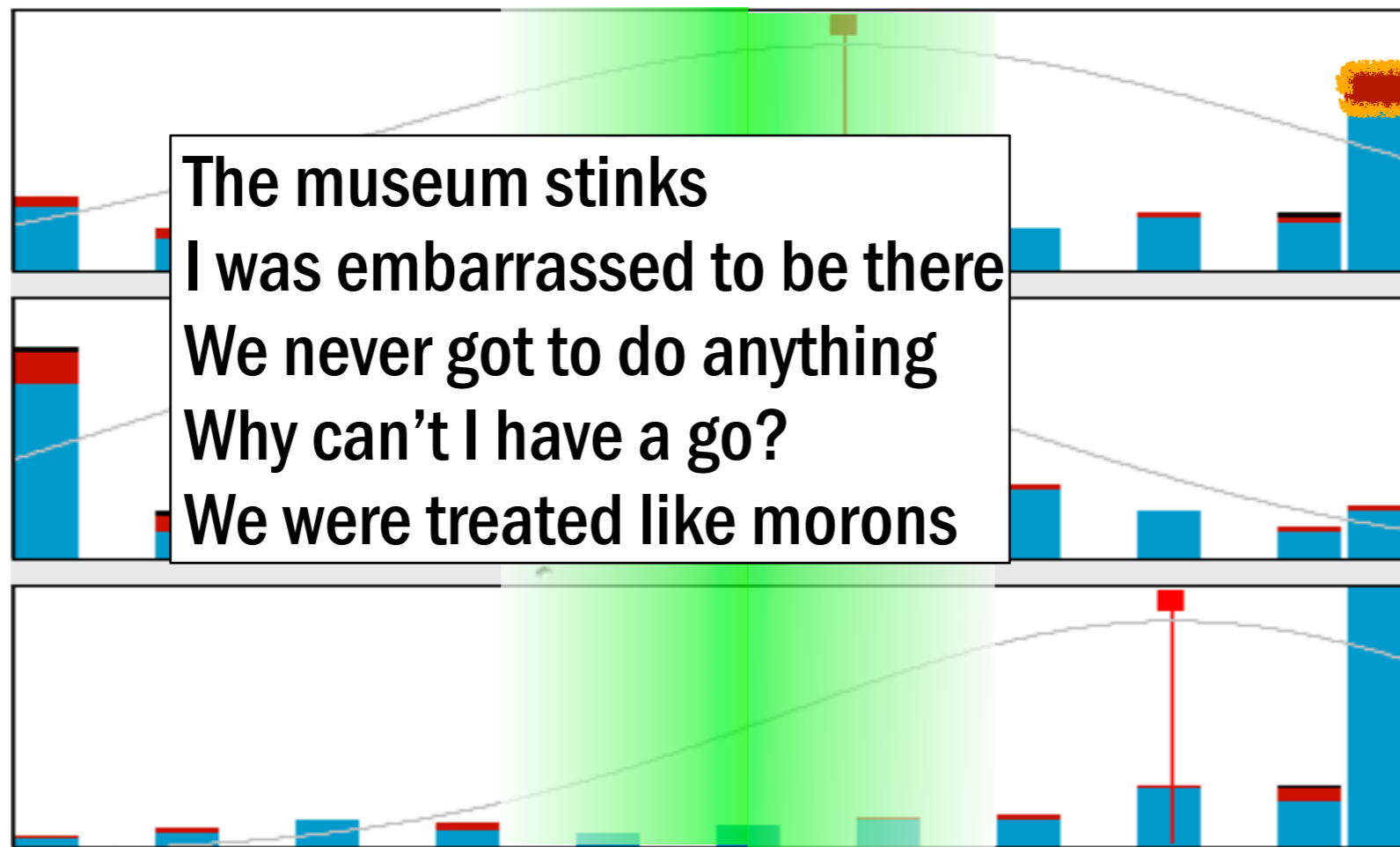
Too much time
in one place

LIVERPOOL MUSEUM IMPACT MEASUREMENT

Staff patronise
children

Too much to
see and its
overwhelming

Rushed from
place to place
missed things



Staff are too
child like &
pathetic

Not enough to
keep me
interested

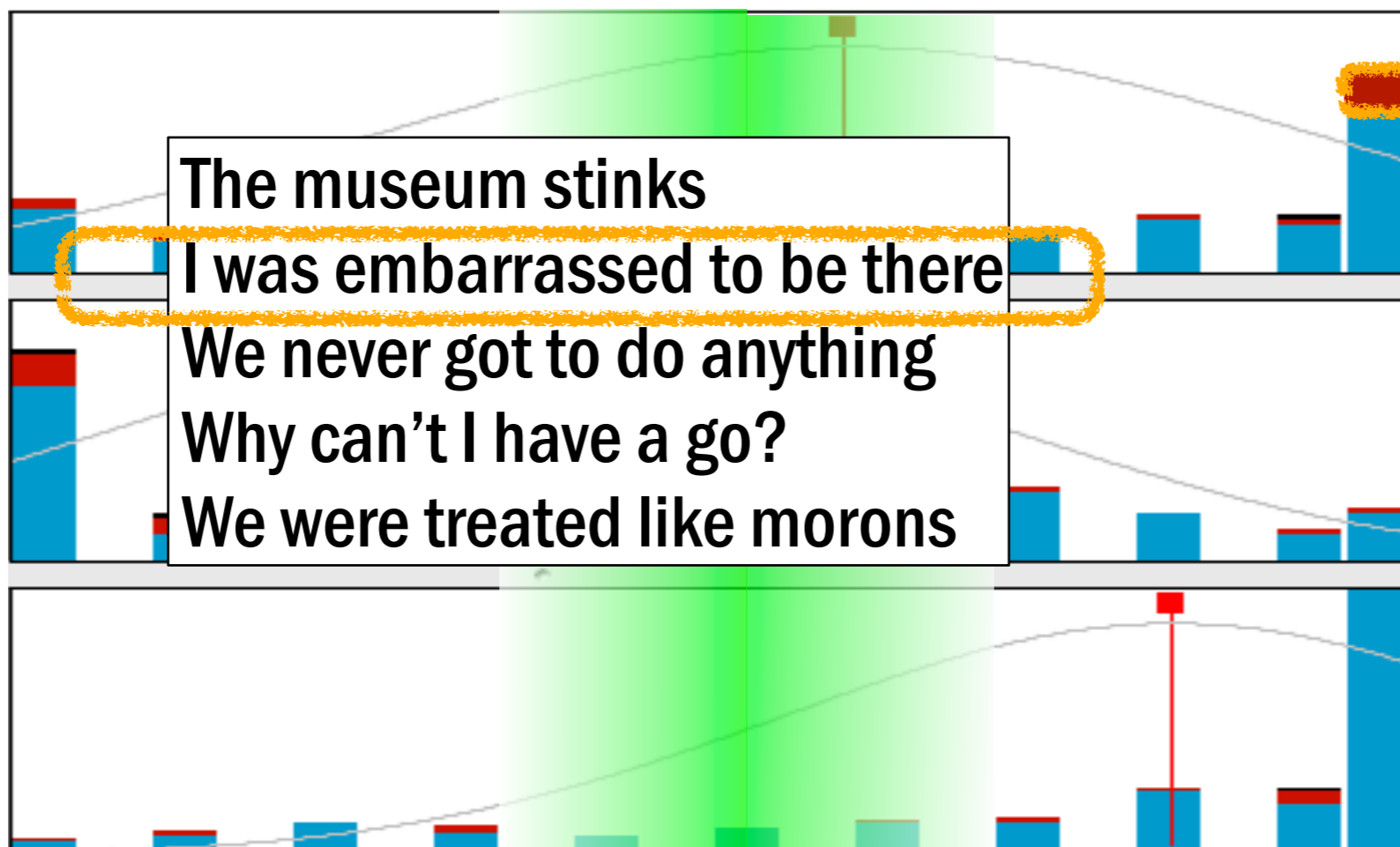
Too much time
in one place

LIVERPOOL MUSEUM IMPACT MEASUREMENT

Staff patronise
children

Too much to
see and its
overwhelming

Rushed from
place to place
missed things



Staff are too
child like &
pathetic

Not enough to
keep me
interested

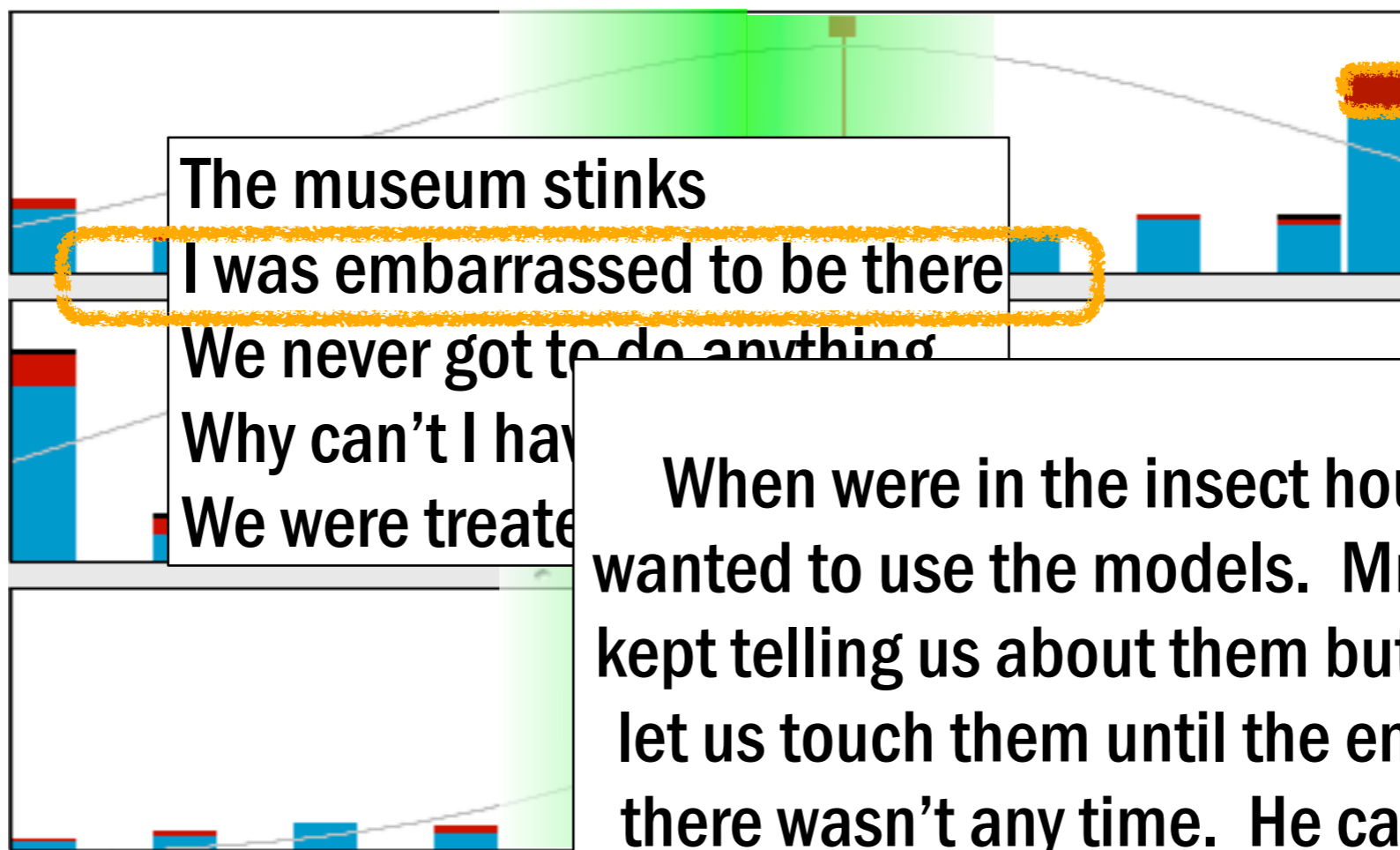
Too much time
in one place

LIVERPOOL MUSEUM IMPACT MEASUREMENT

Staff patronise children

Too much to see and its overwhelming

Rushed from place to place missed things



Staff are too child like & pathetic

Not enough to keep me interested

Not much time in the place

Tony Quinlan
Chief Storyteller
e: tony@narrate.co.uk
www.thenarrateblog.com