

WHAT CAN
NARRATIVE DO FOR
ME?

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Chief Storyteller





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

ABSTRACTS ARE NOT COMMUNICATION

Integrity, Openness and Honesty

Value for Money

People Focused

Ambitious

Community Focused

Achieving results

Trust and Respect

Pride in our City

Leadership

Responsive

Empowerment

Forward thinking

Diversity

Successful

Working Together

Clean, Green Environment

Customer Focus

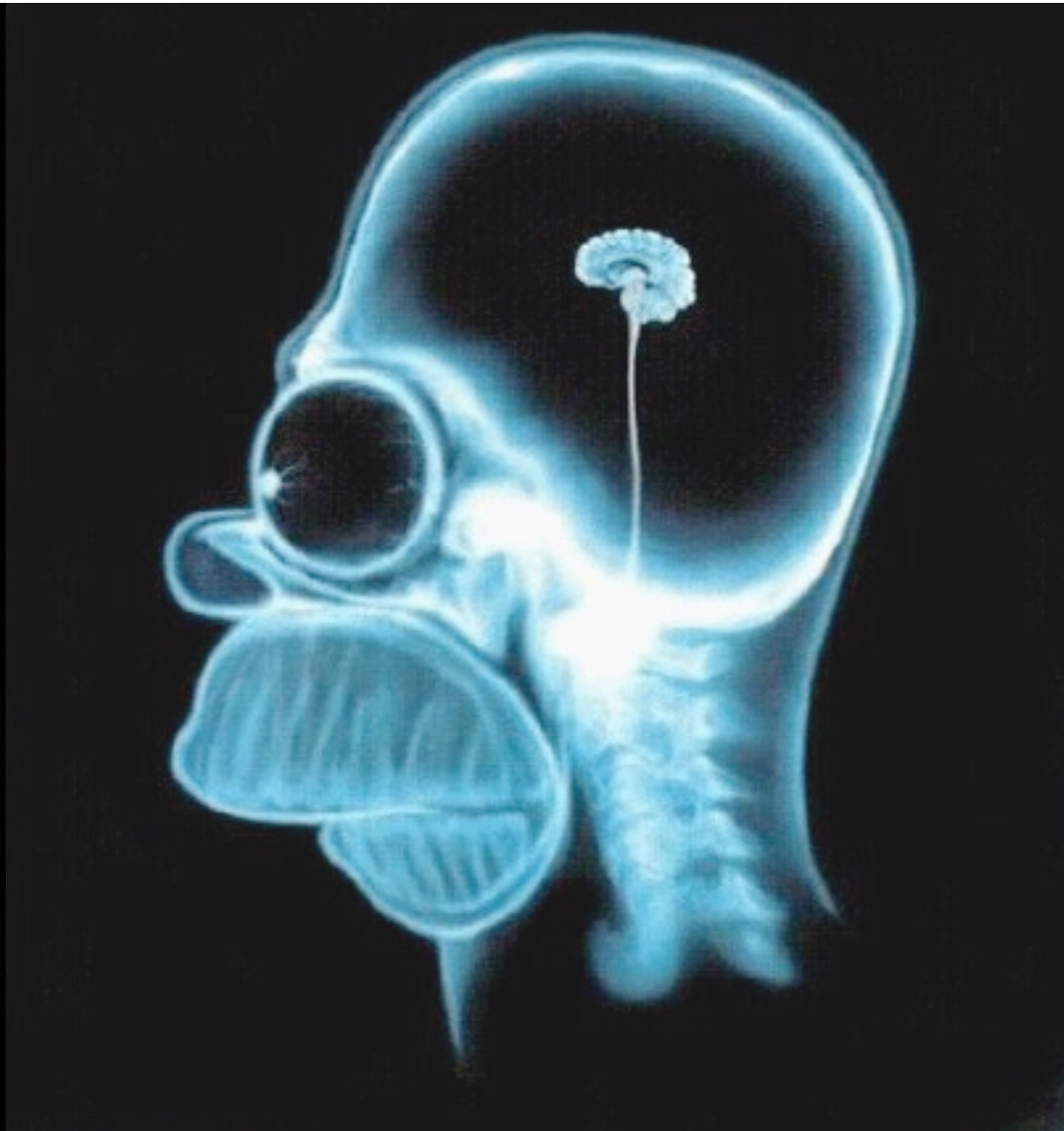
Passionate

Accountable

Responsive and Reliable

USING NARRATIVE IN COMMUNICATIONS

- **Strategy** - the narrative of your organisation
- **Branding** - the stories to attract outsiders
- **Content** - the material for your comms vehicles
- **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



Gary Klein, “Sources of Power”

SURVEYS

- **Why do we do it?**
 - Numbers - to justify ourselves
- **Answering at random**
- **Questions can be leading**
 - Gaming the survey
 - “Free” comments aren’t

HOW MANY TIMES DO THE PLAYERS IN WHITE PASS THE BALL?

- 1-5?
- 6-8?
- 9-11?
- 12-14?
- 15-18?
- 19+?

SURVEYS

- **Why do we do it?**
 - Numbers - to justify ourselves
- **Answering at random**
- **Questions can be leading**
 - Gaming the survey
 - “Free” comments aren’t
- **Meaning-less**
- **Only show what we’re looking for**



THE KEY QUESTION

- **What do you do in response to the results...**
 - ...if they're positive?
 - ...if they're negative?

WE LOOK FOR MORE MEANING AND SENSE

- We talk with our contacts
- We listen to opinion-formers
- We tap into the informal hierarchy

- To gather context, examples, detail that are not in the survey results

NARRATIVE AND STORIES

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

LIVERPOOL MUSEUM IMPACT MEASUREMENT

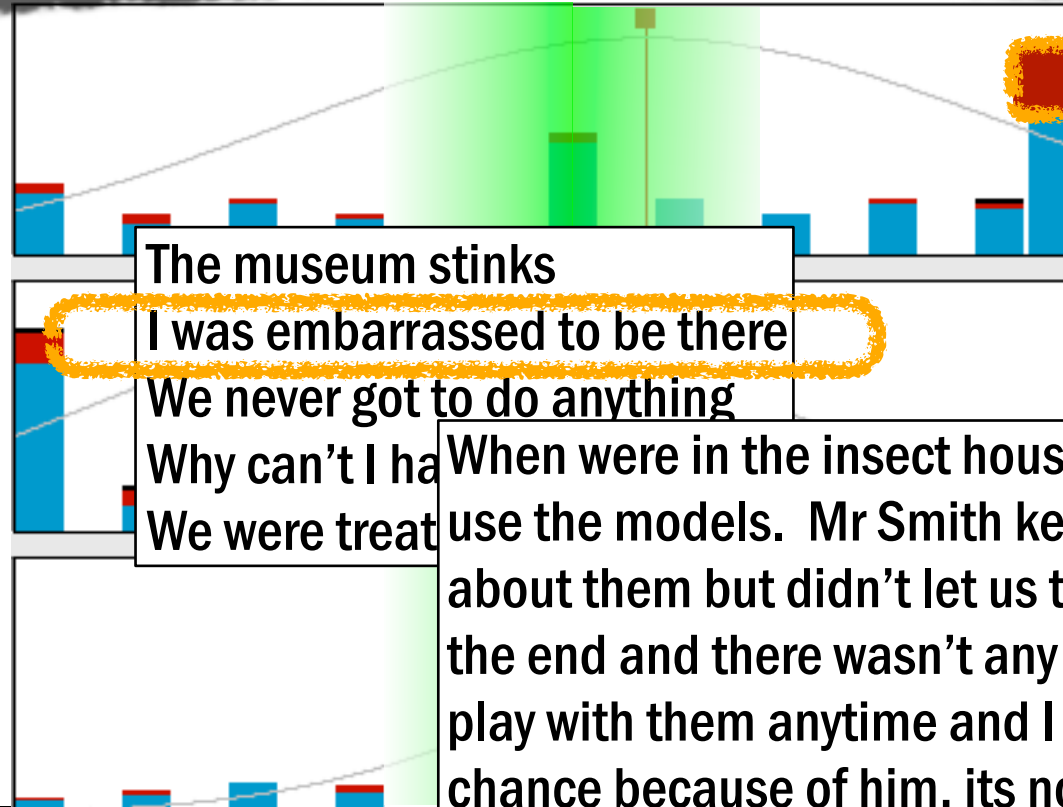
Staff patronise children

Staff are too child like & pathetic

Too much to see and its overwhelming

Not enough to keep me

Rushed from place to place missed things



WHY DO WE HAVE TO SHIT IN THE WOODS?





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