

## Story Development Guide

*(Note: this was originally developed to assist with written stories for an intranet but could be easily adapted to help managers create stories delivered verbally or in writing, in various ways)*

One of the best ways to share accomplishments from your area, region or specialty is to create a news story for XXX. The suggestions below will help you develop engaging stories that demonstrate the continued growth, development, transformation of XXX.

### Planning a story:

- There's no set length for XXX stories and those with highest readership may only be ~200 words (for estimation, a full page in Word is ~300 words.) Brevity, with completeness, means more people are likely to read to the end.
- You are speaking to a wide variety of experience levels and areas of expertise. Think about insider terms, concepts or acronyms that may need simple explanation.
- Try to tell as much in first person as possible and include quotes from those involved.

### Drafting the story:

- Stories about transformation can be written in a problem-solution-outcome type format. *(After studying process X, we assessed that it cost twice as much as it should because of Y. We implemented the following solution, and got these results.)*
- Be sure to cover:
  - **Who?:** What teams, individuals will benefit?, who was involved in the effort?
  - **What?:** What was the project? What was being solved for?
  - **Where?:** "A team at X base realized they had a solution for Y..."
  - **When?:** How long did it take? When will results be known? Etc.
  - **How?:** The problem-solution-outcome set-up can answer this question.
- Include a clear, demonstrable improvement outcome. (We saved x\$, we cut turnaround time by X, a team's jobs are easier now because..., this is industry-leading because...).
- People like to read about the experiences of people involved, so include quotes.
- Pictures are worth a thousand words. Photos of teams working on projects and of CHC locations are helpful. Photos from a smartphone are useable.
- People pay attention to stories with some drama – time pressure, a goal that needed to be reached, a move that was industry-first for CHC, etc. How would you share this story with a friend or relative? That will help unlock details that CHC people will want to know about.
- People also pay attention to descriptions of experience they can relate to – the "human factor." Including details about how the effort you are describing made work easier/better/more interesting for you and your colleagues helps bring a story to life.

- Finally, tie the story back to our XXX strategic framework or current priorities. *(For example, highlight if the effort helped advance an operational priority)*

**Once the story is drafted:**

- A member of the Communications team will edit the story so that it follows the XXX style guide. We can also help you put it into a narrative format. What we need the most are those rich details that the above steps will bring out.
- Together, we will get appropriate sign-off before the story is published
- If translation will help with readership or understanding, add about 48-72 hours.

**Once the story is published:**

- Having a regional leader make reference to it and sending a link will help increase readers.
- You can publish a link on Yammer -- which will also increase readers.
- Be sure anyone who participated (in the photos, quotes, those on the team, etc.) knows the story came out.