

AUTHENTICITY DESIGN  
STORY  
EXPERIENCE

**ideas** The Innovation Studio™  
TM

Entertainment | Learning | Marketing

**The Value of Story  
Aligning Forces for Quality  
AF4Q National Meeting**

# Who We Are

**C**reated in a management buyout from the Walt Disney Company in 2001

**A** unique supplier of creative products and services for entertainment, marketing, learning and experience design clients worldwide

**A** full-time staff of 25 in a 15,000 square foot studio located in the heart of Orlando's Creative Village.





**innovation**

**design**

**entertainment**

**art**

**storytelling**

# Our Clients



# Our Clients



Enhancing Outcomes for Patients and Their Caregivers...



Naval Hospital Jacksonville



# Our Clients

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**StoryCare**<sup>®</sup>

Making Improvement Simple

EXPERIENCE



**American  
Red Cross**



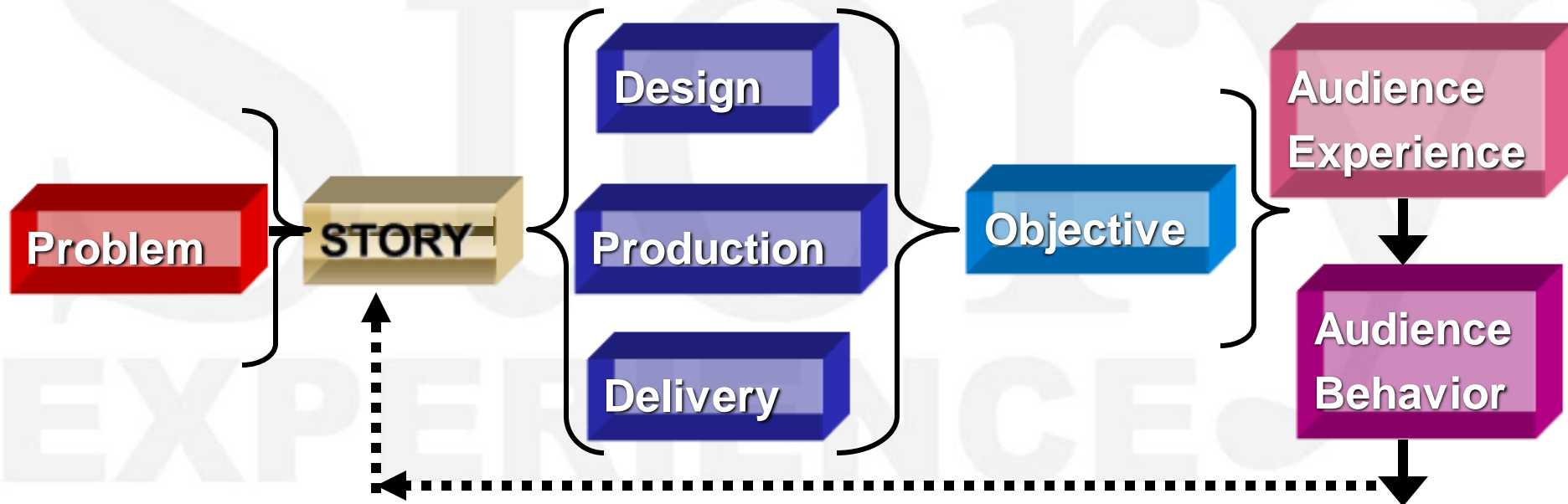
# Story Driven Experience Works

- Reach people & engage them longer
- Imbed information deeper
- Retain info for longer period of time
- Recall with higher accuracy
- Create advocates of the story



# Our Single Method: Storying

Stories are the native language of the human species, we use them to make sense of our universe—they *precede* and *inform* what we experience as real.



# What is a Story?

- ✓ **Character(s)**
- ✓ **Setting**
- ✓ **Plot**
- ✓ **Conflict/Resolution**
- ✓ **Voice**
- ✓ **Emotion**

Something with  
ALL of these  
is a **STORY!**

# 6 Story Elements

Aristotle (384-322 BC)—didn't have novels, but did have theater; here's what he said in 333 BC: compelling stories have these 6 elements

1. All stories are made up of 5 elements: setting, character, plot, dialogue, and thought (intentions/motivation)
2. Plot is everything
3. Characters come second
4. Keep the audience interested by making reversals--character arc
5. Use discoveries to move the plot
6. The perfect plot is simple, not complex

# Getting Inside Story



# What Keeps the Mind Engaged?



# Narrative Schema

1. Introduction of setting and characters
2. Explanation of state of affairs
3. Initial event
4. Emotional response/statement of goal by protagonist
5. Complicating action
6. Outcome
7. Reactions to outcome

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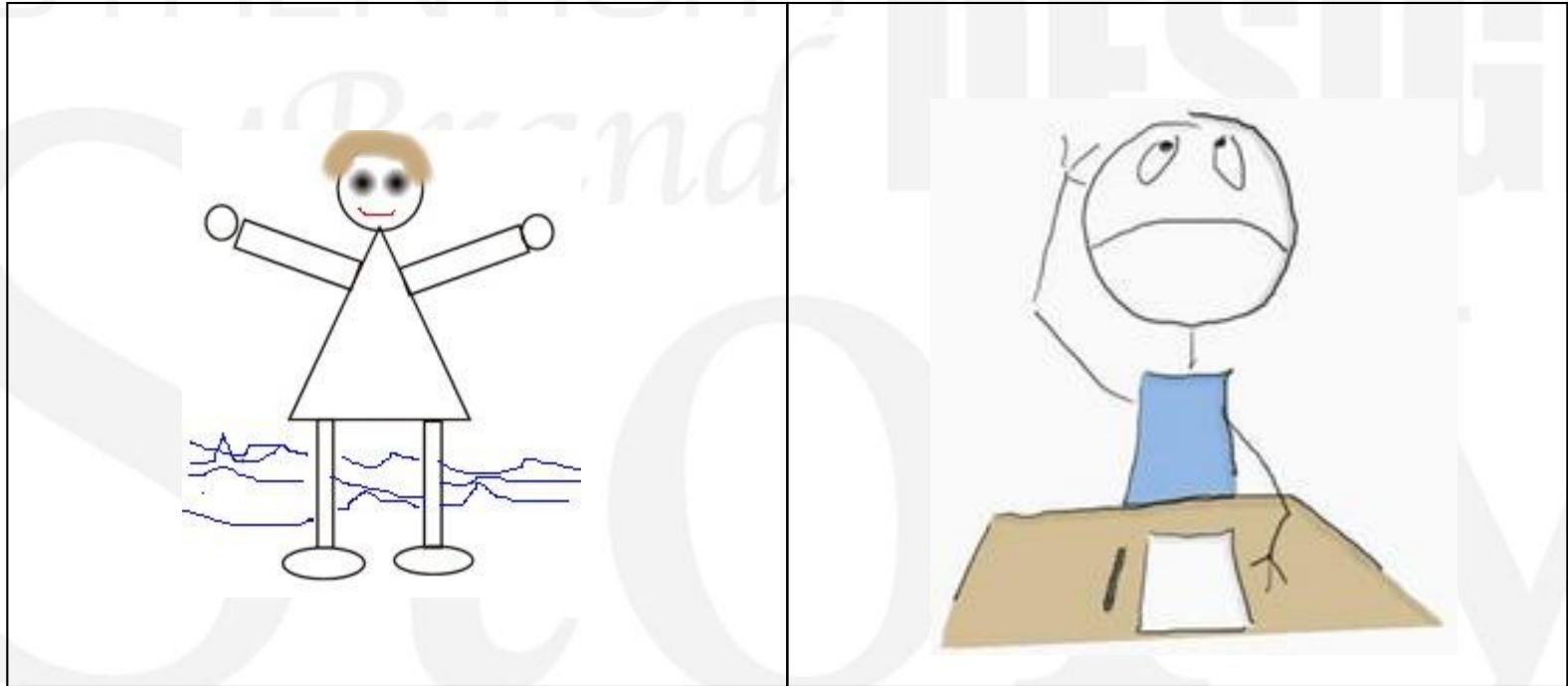
**What's the difference between  
a Story and an Anecdote?**

# 5 Keys to Creating Good Stories

1. Focus on one central theme
2. Unfold the story according to events
3. Reveal characters through their actions and choices
4. Provide sufficient details about the world of the characters
5. Keep the plot simple



# Learning and Orally Presenting a Story



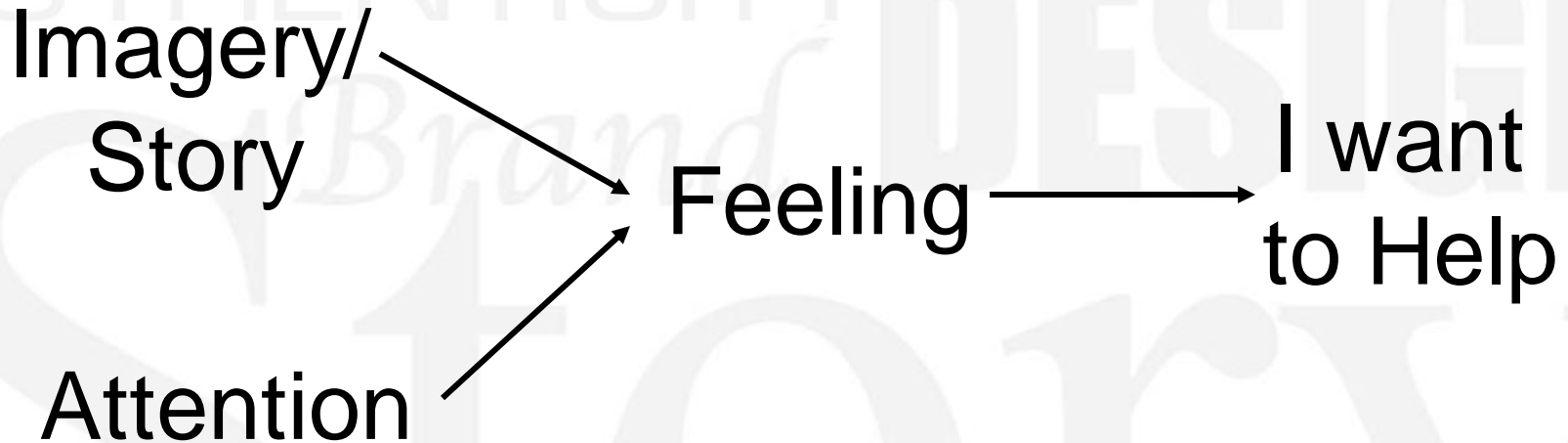
# Learning and Orally Presenting a Story

- Learn the plot first
- Write out the story in outline form
- Make use of “Comic Strip Memory”
- Practice telling someone about the Story
- Walk, don’t run
- Remember, oral stories need fewer words

# A Pop Quiz

- A) Any money that you donate will go to Rokia, a seven-year-old girl who lives in Mali in Africa. Rokia is desperately poor and faces a threat of severe hunger, even starvation. Her life will be changed for the better as a result of your financial gift. With your support, and the support of other caring sponsors, Save the Children will work with Rokia's family and other members of the community to help feed and educate her, and provide her with basic medical care.
- B) Food shortages in Malawi are affecting more than three million children. In Zambia, severe rainfall deficits have resulted in a 42% drop in maize production from 2000. As a result, an estimated three million Zambians face hunger. Four million Angolans — one-third of the population — have been forced to flee their homes. More than 11 million people in Ethiopia need immediate food assistance.

# Why do people support a cause?



When making a decision to donate money toward a cause, “most people probably do not calculate the expected benefit of their donation. Rather, choices are made intuitively, based on spontaneous affective reactions.”

—Paul Slovic

# The Universal in the Particular

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Numbers and complexity tend to interfere with feelings of compassion toward victims.

# Simplicity Builds Support & Advocacy



Numbers and complexity tend to interfere with feelings of compassion toward victims.

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# Know Your Audience

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—Aristotle?

# Identify Who They Are

- Whom do you want to influence with your stories?
- Make your audience real—not just an abstraction
- Give them a name
- What are his/her concerns?
- Why does your alliance's work matter to her/him?
- What kind of story would resonate with her/him?
- What do you want her/him to do?



# The Old Story/ A New Story

## The Old Story:

“We knew we needed to engage practice leadership but we underestimated the importance,” said Joan Pernice, Director of Clinical Health Affairs at MLCHC. “The practice leaders must be present and visible on the ground throughout the process.”

# The Old Story/ A New Story

## A New Story:

Tell a story illustrating the challenges of engaging leadership. How did you do that? Give it a real face and fill it with conflict and emotion.

# The Old Story/ A New Story

## The Old Story:

Another goal of the initiative was to spark improvements in patient outcomes. The MLCHC has been engaged in quality improvement for 15 years to improve chronic disease outcomes for patients in the safety-net. However, despite early gains, the measures began to flat-line.

# The Old Story/ A New Story

## A New Story:

Tell a story of a real patient exemplifying what happened and why it's so difficult to make gains and improvements in this patient's life.

# The Old Story/ A New Story

## The Old Story:

Provider satisfaction, critical in the context of the workforce shortage, also improved. Through the initiatives, provider satisfaction surveys are administered annually, and from baseline to first year of implementation, there has been an overall score increase of 35% in provider satisfaction.

# The Old Story/ A New Story

## A New Story:

Interview a provider and tell us his or her story—flesh this out and make it real for the reader. How was their professional life impacted and why!

# The Old Story/ A New Story

## The Old Story:

One method HC21 has used to spur improvement is introducing hospitals to the Leapfrog Group's national standards, which have been shown to increase patient safety.

# The Old Story/ A New Story

## A New Story:

Give me an example of one hospital and how you did that—what did they do as a result?

Alternately, can you tell me a story of one patient whose life was impacted positively as a result?

Or, how one team caught a potential harmful event and prevented harm?



# The Old Story/ A New Story

## The Old Story:

Another approach involved working with the Memphis Business Group on Health to use the nationally recognized eValue8 tool to encourage health plans to improve their quality processes.

eValue8 provides detailed results on every health plan and can compare each to others in their market. Additionally, the reports compare the health plans' performance to national best practices for HMOs and PPOs.

# The Old Story/ A New Story

## A New Story:

What was the state of affairs before the MBGonH learned eValue8? How did it change them? What quality processes were improved? Can you illustrate through one business?

# Developing a Story's Framework

- 1. What were the challenges or problems for the characters/stakeholders in the story before the innovation?**
- 2. Why was it important to the characters involved to make a change?**
- 3. What were the interventions?**
- 4. How did the characters/stakeholders in the story respond at first to these initial changes?**

# Developing a Story's Framework

**5. What were the complicating factors that made the change emotionally challenging for the characters/stakeholders?**

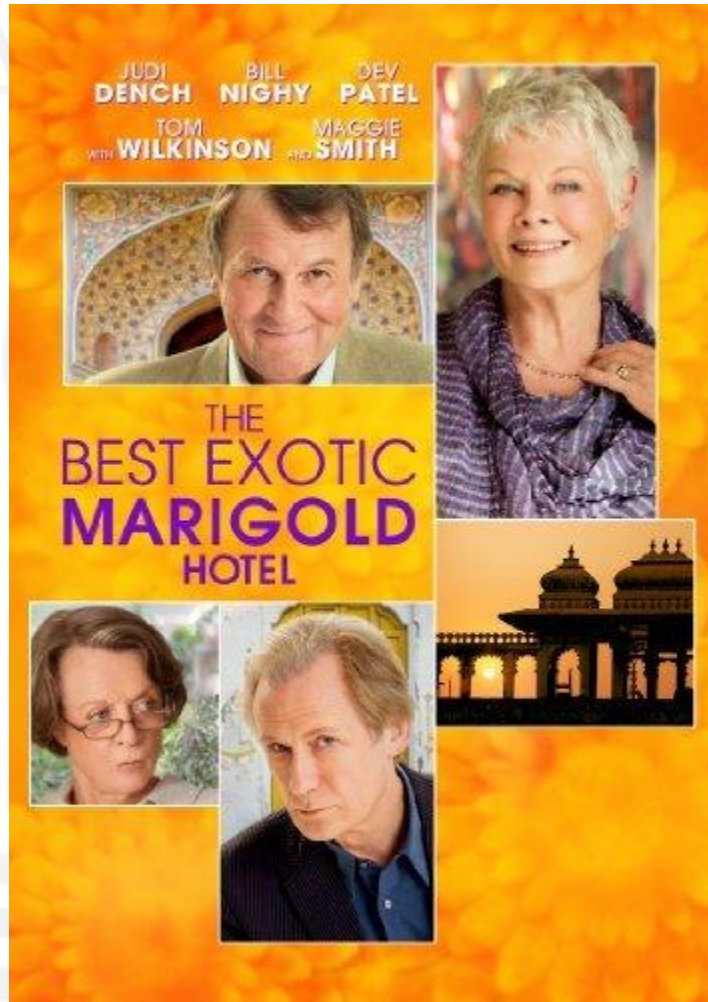
**6. How did the outcomes of the changes impact the lives of the characters and stakeholders?**

**7. How have the characters/stakeholders reacted now that the changes are in effect?**

# Practice Telling About Your Story

- Feedback Tips:
- Make it positive first
- Ask for clarity
- Make suggestions

# Match Your Story to Your Audience



British pensioners on a tight budget move to a retirement home in India; their adventures there giving them a new lease on life.

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*By Brand*  
**Let's Hear a Couple Stories**  
STORY  
EXPERIENCE

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