

# INNOVATIVE INTERNAL COMMUNICATIONS...

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# IT'S TIME TO TALK

- *First things first*
- *The dreaded t-word*
- *The two forbidden f-words*

# BUT FIRST, WHAT IF...

You arrive at work and the place is buzzing. An anonymous website has posted the entire salary list of your organisation. Some of it is very accurate, some of it is less so.

# THINK ABOUT...

- *What issues this raises*
- *Your assumptions about the information and the poster*
- *Your next actions*
- *Your assumptions about other people's reactions*
- *How does it tie in with the rest of your culture*

# FIRST THINGS FIRST

- *Why are you doing internal communications?*
- *Who are you communicating to?*
- *For what purpose?*

# INFORMATION OR CHANGING BEHAVIOUR/DECISIONS?

- *The Neuroscience of Leadership*  
<http://www.strategy-business.com/press/freearticle/06207>
- "Sources of Power: How People Make Decisions", Gary Klein



# THE DREADED T-WORD TECHNOLOGY

- *Video casts - eg [www.TED.com](http://www.TED.com)*
- *Podcasts - eg Community Channel*
- *Skype-casts*
- *Blogs*
- *RSS feeds*



BE A CONSUMER BEFORE  
YOU'RE A PRODUCER

# THE TWO FORBIDDEN F-WORDS FEEDBACK & FUN!

- Scenarios
- Archetypes
- Cognitive patterns
- Emotional audits
- Social networks
- Coffee machine tear-offs
- Anecdote circles
- Fold-outs

Making them think, making them interact,  
making them laugh and making them feel

# AND ONE INVISIBLE I-WORD INFORMAL

- *Social networks*
- *Connect on their playing field, don't force them to yours*
- *Make abstracts (values, mission) real and relevant*

# REVISIT THE SCENARIO

# QUESTIONS, COMMENTS AND ARGUMENTS