

## Telling Stories

People love telling good stories, and love listening to them too. They help us make connections, to empathise and see things from new perspectives.

Stories quickly help you build themes around behaviours and feelings associated with say, a great customer experience. And stories travel quickly. Among friends, throughout organisations, and beyond.

Your customers and potential customers listen to and tell stories about you often. We all know how powerful a story recommending a good (or indeed bad) experience can be.

At What Goes Around we offer story telling workshops designed to help you engage employees in an enjoyable and useful way which encourages them to deliver better service.

The kind of service you want your customers to be talking about. The kind of service which keeps customers loyal, and gets them saying nice things about you to other people. People who become your new customers.



## So how does it work?

**Simple.** A week or so before we arrive, we ask you to engage with your colleagues. Typically you might say:

“Please turn on your customer experience sense. Right now. Tune into, and remember the very best example of customer service (big or small) you experience between now and when we meet. When you come to the session, it would be great if you can tell a very short story of what happened and how it made you feel.”

This way we keep the preparation you and your people have to do to the minimum.

**Scalable.** Typically we run the session for one hour over breakfast, or at lunch. We can run several sessions for you through the day, and this has the benefit of letting large numbers of staff participate. And it gives you a lot of learning and feedback to play with and act on afterwards.

**Co-creative.** On the day, once everyone is in the room, we usually start by telling a couple of stories from earlier sessions, just to ease people into the mood. Then we break into groups, share stories for a short while before asking each group to pick a favourite, and play it back to the whole room.

This co-creation is just one of the reasons why these sessions work so well. You get great input to your ongoing improvement plans from a wide range of people throughout your organisation. Everyone plays an important part, and you can easily reflect that in your communications with colleagues and customers too.

