



## **You (and your organization) have a story to tell!**

Since the beginning of time, “stories” have been a vital way for people and groups to communicate and share experiences. Healthcare and other organizations driven by purpose and mission have especially compelling stories to tell.

A “story” is the retelling, very often the celebration, of the great work done by and ongoing impact created by colleagues in your organization.

### **Why is telling stories is important?**

- Connects team to their personal/organizational purpose.
- Connects leaders to staff.
- Teaches us to look for the “good” in healthcare.
- Connection to purpose increases retention, improves care, and lowers costs.

### **How to be a “storytelling organization:”**

- Develop a system to identify and “harvest” stories.
- Train your staff about what a “good story” is.
- Must always maintain awareness of HIPPA/PHI guardrails
- Good photography/video are imperative.
- There must be a “rhythm” of telling the stories publicly.

### **Who should you be telling your stories to? (Internal audience is ALWAYS the most important)**

- Internal audiences
  - Employees
  - Medical staff
  - Hospital board
  - Volunteers
- External audiences
  - Local community
  - Business and civic leaders
  - Regional community
  - Regional referral sources

### **How to “share stories:”**

- It is vital to communicate to your audiences (especially internally) the way they are used to being communicated to.
- Emails and newsletters have limited access and low engagement.
- Social channels and video are keys.

**To learn more, contact Jeff Atwood (Healthcare Expert in Residence) [jatwood@5by5agency.com](mailto:jatwood@5by5agency.com)**