Designing Sticky Stories

Once you've decided a Sticky Story is right for your change program, you want to make the most of it. We will design your story to deliver the most important change messaging to your workforce or stakeholders, so it's important that the right thinking happens up front.

Below are some of the things that you will want to consider, and a few things that you can prepare, to speed up the process.

What makes a Sticky Story great?

As well as being fun and engaging, an effective Sticky Story will have these characteristics:

- A Sticky Story makes the future state real in simple ways.
- Information in the story is true to life, and expressed in language that is real to your audience. The best Sticky Stories are based on real work scenarios.
- Each Sticky Story only conveys one or two simple messages about your change, even if there are many others identified in your communications plan. If you choose to express more of your messages in this way, consider 2 or 3 Sticky Stories released at different times.
- In most cases a Sticky Story should be less than 3 minutes. There are some exceptions.
- The Sticky Story sits within a well planned communications approach with many other elements, and thought has been given to the timing of its introduction.
- A Sticky Story should normally be visually consistent in style throughout, because this looks more professional and because the audience can concentrate on the story without becoming distracted.

What should we think about?

Prepare for your design process by considering:

- What are the goals of your change program?
- What are the one or two key messages the Sticky Story can convey?
- Who are some of the teams and roles most affected by your change? What do they do now, and in the ideal future state, how will this be different? Ideally the story will feature characters who are affected by the change in their day to day work.
  - o Prior to preparing a script, we will normally ask that you nominate a representative familiar with the change-affected workforce, who can work with us to identify an appropriate scenario.
- Who needs to review the script and view the first version?
  - o Consider people who understand the future state well, a key stakeholder, and a representative or two from your audience, to make sure it will make sense to this group. Nothing is more valuable than a real reaction from the people you are intending to communicate with.
- Will you measure the delivery and effectiveness of the Sticky Story in any way? What will need to be in place to make this possible?

What else should be considered?

- Are there images (Logos, photos etc) you know you would like incorporated into the Sticky Story?
- How will people access it? (Via Intranet for example, or presented during an event etc)
- On what devices does it need to be viewable?
- Sticky Stories are delivered by default in MP4 format. Are there requirements to change this format?
- Are there other major projects or communication campaigns that might affect the release of the Sticky Story, or the reaction to it?