

# Using Storytelling In IT Initiatives

The IT PMO Toolkit  
Emerson Human Capital Consulting



## STORY-BUILDING CHECKLIST



### FIND THE STORIES THAT ARE ALREADY OUT THERE.

- Ask stakeholders, project team members, and leaders what stories people are telling about the project.
- Document those stories, and which groups they come from.
- Construct a competing story for each instance, to directly address any false impressions created by those stories.
- Embed the competing stories into your project communications.



### DETERMINE WHAT FAMILIAR THINGS YOU CAN HOOK INTO.

- Determine stakeholders' shared history with this type of change.
- Discover what each group of stakeholders finds familiar, including their language, environment, and cultural themes.
- Use those familiar elements as hooks to engage your audience.



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## DON'T BE AFRAID OF NEGATIVE STORIES.

- Find real stories about the consequences of failure, including impacts on teams, employees, and the business.
- Pair those stories with the story of your project's success, explaining how the two situations are different.



## GRAB ATTENTION.

- Use details in your stories: real names, dates, and settings.
- Build enough specificity into your stories that stakeholders can imagine a positive future for themselves and the organization, driven by your initiative.

## WHAT STORIES DO FOR YOUR PROJECT

Create the right mindset.	Promote organizational culture and values.	Boost engagement and motivation.	Help people absorb new information.	Help trainees remember what they learned.
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