

CARNEGIE

Narratives at the Nexus

Storytelling in Service to Brand Building

WEBINAR | THURSDAY, 30 MAY 2024



A Few Starting Details

- + 45-minute webinar + 15 minutes for questions and answers
- + Chat and ask questions through the Zoom Control Panel
- + Check your inbox for the webinar recording and slide deck
- + Complete the post-webinar survey

Voltaire Santos Miran

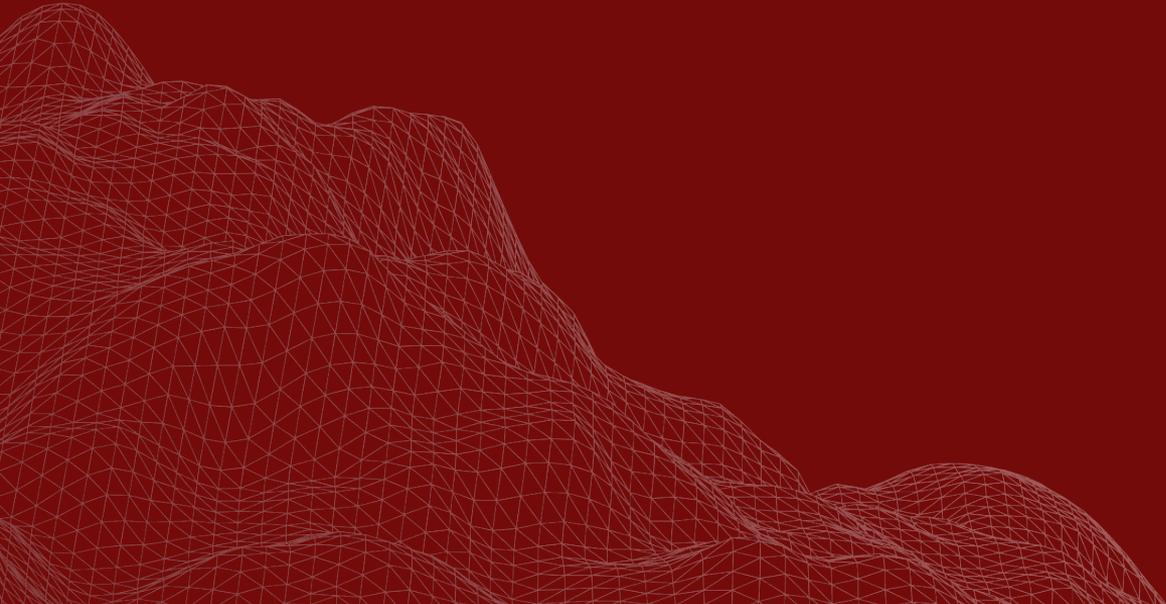
- + Chicago native
- + Roughly 35 years in education as a communications and development officer
- + Co-founder and CEO of mStoner, a web agency for more than 200 institutions
- + EVP of Creative for Carnegie Higher Ed
- + Company lead for artificial intelligence initiatives
- + Cook, CrossFitter, Francophile, dog dad



Topics:

- + The Power of Story
- + Engagement and Differentiation
- + Operationalizing Story
- + Lessons Learned

① The Power of Story





Story teaches us facts about the world, influences our moral logic, and marks us with fears, hopes, and anxieties that alter our behavior, perhaps even our personalities.”



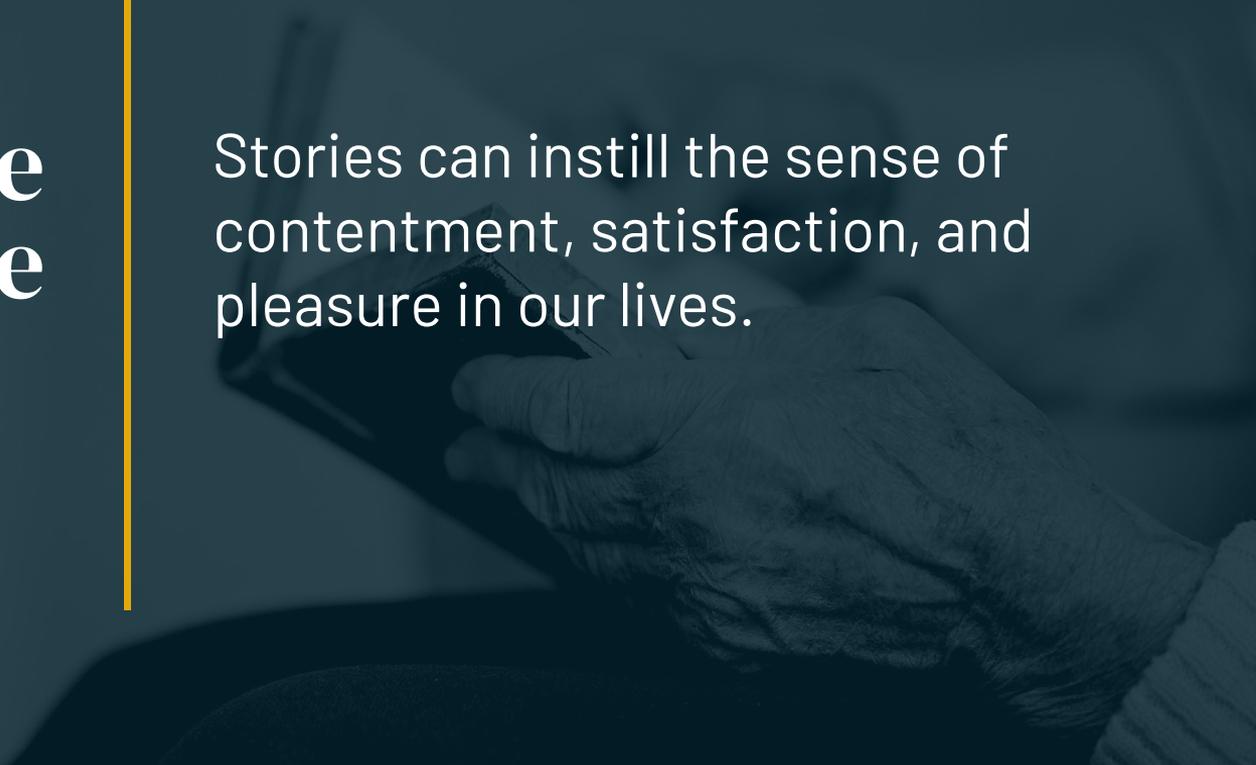
JONATHAN GOTTSCHALL

“The Storytelling Animal: How Stories Make Us Human”

Purpose 1:

Provide Pleasure

Stories can instill the sense of contentment, satisfaction, and pleasure in our lives.

A dark, moody photograph of a person's hands holding an open book, reading. The background is blurred, suggesting an indoor setting. The overall tone is contemplative and focused on the act of reading.

Purpose 2:



Solve Problems

It's often through reading or hearing stories of others solving problems that we find the strength and insight to solve our own problems.

Purpose 3:

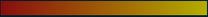


Assimilate



Stories can help us adapt to new situations more easily.

Purpose 4:



Impart Traditions



Stories help us pass values, rituals, and meaning from one generation to the next.



Purpose 5:



Teach



Stories can teach us new skills through example and positive reinforcement.



Purpose 6:



Provide Pattern and Order



Stories can provide structure and context to enhance our understanding of information or inform our actions.

Purpose 7:

Connect

Stories help us understand similarities and accept differences between individual people, communities, countries, and cultures.

Purpose 8:



Define

Stories are a means to define ourselves – both for ourselves and for others.



A compelling story with an emotional trigger alters our brain chemistry, making us more trusting, understanding, and open to ideas.”



PAUL ZAK

Professor of Economic Sciences, Psychology & Management
Director, Center for Neuroeconomics Studies Claremont Graduate University

The Power of Story: Branding Remix





Brand storytelling ... weaves together the facts and emotions that your brand evokes. {Organizations} need to start sharing the story behind their brand, why it exists, and why this matters.

Purpose 1:

Entertain & Engage

Stories can surprise and delight people, capturing attention and creating positive memories.

A dark, moody photograph of a person's hands holding an open book, reading. The background is blurred, suggesting an indoor setting. The overall tone is contemplative and focused on the act of reading.

Purpose 2:



Make & Reinforce Decisions



Brand-driven storytelling builds consistency that reinforces decisions and choices we ask our audiences to make.

The background image shows three people sitting around a table in a meeting. They are looking at a laptop and a tablet. There are some drinks on the table. The image is dark and has a blue tint.

Purpose 3:

Help in Finding Your People

Stories can help us figure out where we belong, and who we belong with.

Purpose 4:



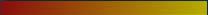
Create and Reinforce Culture



Stories help us understand, adopt, and adapt to the organizations to which we've chosen to belong.



Purpose 5:



Advocate



The stories we tell can help to strengthen the brand that we believe in and support.

Purpose 6:

Answer the “Why”

Stories provide context for content, making that content more accessible and consequential.

Purpose 7:

Build Lasting Relationships

Stories humanize institutions, giving us the ability to meet a basic need to connect with others emotionally.

Purpose 8:

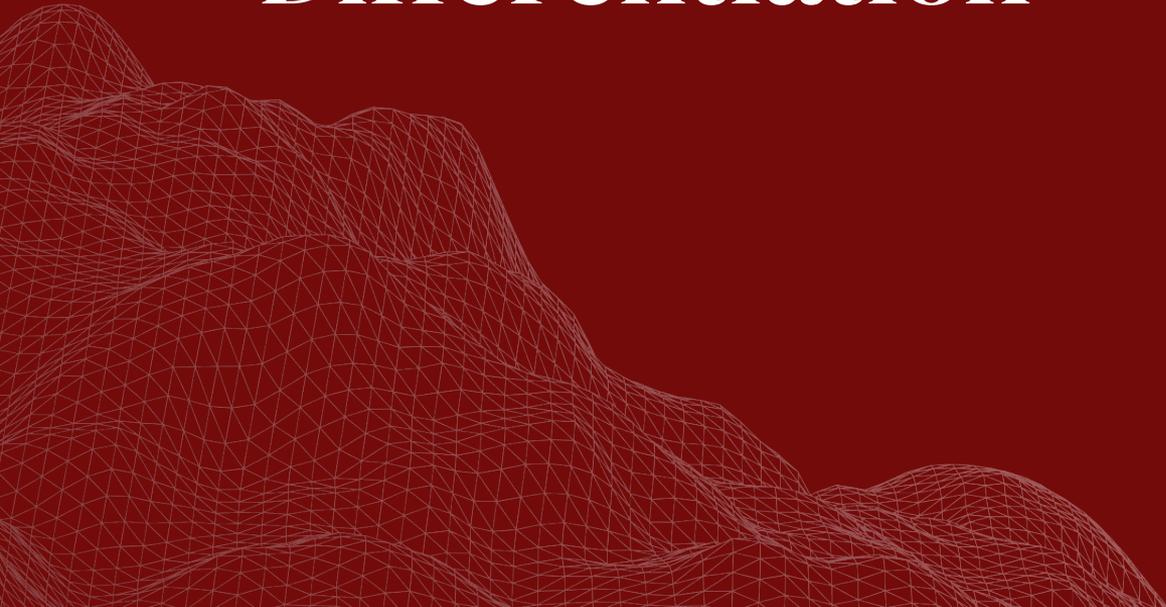


Heighten Affinity & Build Loyalty

Stories can strengthen our ties with organizations with which we share common or complementary values and goals.

2

Engagement & Differentiation



Let's Play a Game

Brand Promise Bingo

Two ways to win:

1. Five across, up and down, or diagonally
2. Total number of squares, checked

B Being Part of a Community That's ...	I Intellectual and Academics, Unparalleled	N Nowhere Better Than Here Because ...	G Greatest. Time. Ever.	O Outcomes That Matter

B Being Part of a Community That's ...	I Intellectual and Academics, Unparalleled	N Nowhere Better Than Here Because ...	G Greatest. Time. Ever.	O Outcomes That Matter
Inclusive				
Collaborative				
Innovative				
Diverse				
Nurturing & Supportive				

B Being Part of a Community That's ...	I Intellectual and Academics, Unparalleled	N Nowhere Better Than Here Because ...	G Greatest. Time. Ever.	O Outcomes That Matter
Inclusive	Faculty Who Are Leaders in Their Field and Who Know Your Name			
Collaborative	Research Opportunities			
Innovative	Experiential Learning/Real-World Experience			
Diverse	The Development of Critical- Thinking Skills			
Nurturing & Supportive	Staff Committed to Your Personal Success			

B Being Part of a Community That's ...	I Intellectual and Academics, Unparalleled	N Nowhere Better Than Here Because ...	G Greatest. Time. Ever.	O Outcomes That Matter
Inclusive	Faculty Who Are Leaders in Their Field and Who Know Your Name	State-of-the-Art Learning Facilities		
Collaborative	Research Opportunities	Proximity to a Major Metropolitan Area with Corporate Partners		
Innovative	Experiential Learning/Real-World Experience	A Beautiful Campus		
Diverse	The Development of Critical-Thinking Skills	Nice Dorms and Great Food		
Nurturing & Supportive	Staff Committed to Your Personal Success	Recreational Options for Everyone		

B Being Part of a Community That's ...	I Intellectual and Academics, Unparalleled	N Nowhere Better Than Here Because ...	G Greatest. Time. Ever.	O Outcomes That Matter
Inclusive	Faculty Who Are Leaders in Their Field and Who Know Your Name	State-of-the-Art Learning Facilities	Friends You'll Keep For Your Entire Life	
Collaborative	Research Opportunities	Proximity to a Major Metropolitan Area with Corporate Partners	The Chance to Discover or Reinvent Yourself	
Innovative	Experiential Learning/Real-World Experience	A Beautiful Campus	Freedom to Explore Your Interests	
Diverse	The Development of Critical-Thinking Skills	Nice Dorms and Great Food	Vibrant Campus Life Full of History & Traditions	
Nurturing & Supportive	Staff Committed to Your Personal Success	Recreational Options for Everyone	Sports & Cultural Events Alike	

B Being Part of a Community That's ...	I Intellectual and Academics, Unparalleled	N Nowhere Better Than Here Because ...	G Greatest. Time. Ever.	O Outcomes That Matter
Inclusive	Faculty Who Are Leaders in Their Field and Who Know Your Name	State-of-the-Art Learning Facilities	Friends You'll Keep For Your Entire Life	Beginning of a Long, Successful Career
Collaborative	Research Opportunities	Proximity to a Major Metropolitan Area with Corporate Partners	The Chance to Discover or Reinvent Yourself	High Chance of a Good Job After Graduation
Innovative	Experiential Learning/Real-World Experience	A Beautiful Campus	Freedom to Explore Your Interests	Strong Network of Proud Alumni
Diverse	The Development of Critical-Thinking Skills	Nice Dorms and Great Food	Vibrant Campus Life Full of History & Traditions	Degree That Becomes More Valuable Over Time
Nurturing & Supportive	Staff Committed to Your Personal Success	Recreational Options for Everyone	Sports & Cultural Events Alike	Number of Alumni Who Get Accepted to Grad School

stories

transform ...

claims & clichés ...
into compelling realities.

IMPACTFUL CAREERS

Your Samford education prepares you to rise in any career—including in professions that don't yet exist. In a complex, ever-changing world, these things will serve you well: foundational critical-thinking and communication skills, robust experiential learning and a passionate, wide-ranging Samford network looking out for you constantly.

Those traits propelled Whitney O'Steen Loehr ('07) into the competitive field of sports-television production. Her drive at Samford as a student videographer—and a recommendation from a trusted professor—earned her a prestigious internship in New York. That led to positions at ESPN, CBS and NBC Sports covering Wimbledon, Monday Night Football and the Olympics. At each stop, she created meaningful stories about the human dimension of elite athletes, giving viewers a sense of the deeper quest behind each competitor they cheer on.

“To me, success means never being satisfied with where you are in your craft but appreciating the journey along the way. Samford was a part of shaping me into the person I am today. It gave me the confidence to know that I may not have all the answers, but I can get them, and with that mindset I can learn to do anything.”

WHITNEY O'STEEN LOEHR

WHITNEY O'STEEN LOEHR
PRODUCER AND CREATIVE DIRECTOR,
LOEHR PRODUCTIONS
CLASS OF 2007
JOURNALISM AND SPANISH

53,000+
ALUMNI
WORLDWIDE

#1
IN ALABAMA
(The Wall Street Journal, 2022)

97%
OF ALUMNI ARE
WORKING OR
IN FURTHER
STUDY WITHIN
SIX MONTHS
(Class of 2021)

#1
IN THE NATION
FOR STUDENT
ENGAGEMENT
A key measure for how challenged and inspired students feel inside and outside the classroom, as well as the breadth of courses their schools offer
(The Wall Street Journal, 2022)

73%
OF ENTERING
FRESHMAN FROM
OUT OF STATE

5,758
STUDENTS FROM
48 STATES,
WASHINGTON D.C.,
PUERTO RICO AND
22 COUNTRIES

-Step 1-

**KNOW WHO YOU
ARE ... AND WHO
YOU'RE NOT**

Three Factors in Determining Your Brand Personality

1. Understand who internal stakeholders say you are.
2. Learn who the external market perceives you to be.
3. Explore the competitive landscape: what your competitors and peers are saying and doing, and how you rank and place in that landscape.



-Step 2-

**UNDERSTAND
YOUR AUDIENCES**



Empathy is about understanding ... what's going on in a person's head and heart ... and acknowledging their reasoning and emotions as valid, even when they differ from your own."



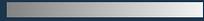
INDI YOUNG
"Practical Empathy"

PSYCHOGRAPHICS

-Step 3-

**KNOW WHAT
MAKES A STORY ...
A STORY**

ARISTOTLE ET. AL.



PIXAR



Once upon a time ...

Because
of that ...

Until
finally ...



One day ...

Because
of that ...

Scott Belsky



Case-in-Point:

THE UNIVERSITY OF ALABAMA

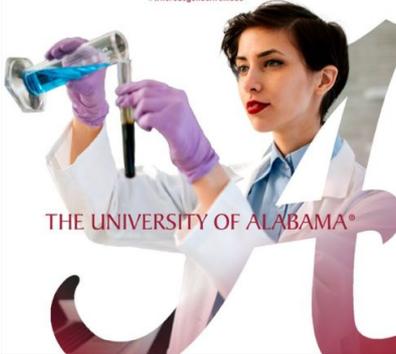


WHERE LEGENDS ARE MADE

**MORE THAN A SCHOLAR,
A LEGEND**

More than a grade, more than a diploma, the University of Alabama's excellent intelligence transforms the sophisticated into the revolutionary. From cutting-edge research to future-changing inventions, Alabama will inspire you to achieve beyond your best—making legends of us all.

#WhereLegendsAreMade



THE UNIVERSITY OF ALABAMA®

**MORE THAN AN ACHIEVER,
A LEGEND**

More than an acceptance letter, more than a scholarship, the University of Alabama's steadfast strength instills a confidence that never quits. From day one through graduation, Alabama's well-earned reputation for excellence will drive you beyond your best—making legends of us all.

#WhereLegendsAreMade

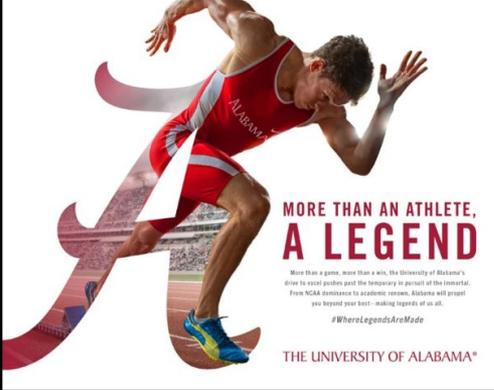


THE UNIVERSITY OF ALABAMA®

**MORE THAN AN ATHLETE,
A LEGEND**

More than a game, more than a win, the University of Alabama's drive to excel pushes past the temporary in pursuit of the eternal. From NCAA dominance to academic honors, Alabama will propel you beyond your best—making legends of us all.

#WhereLegendsAreMade



THE UNIVERSITY OF ALABAMA®

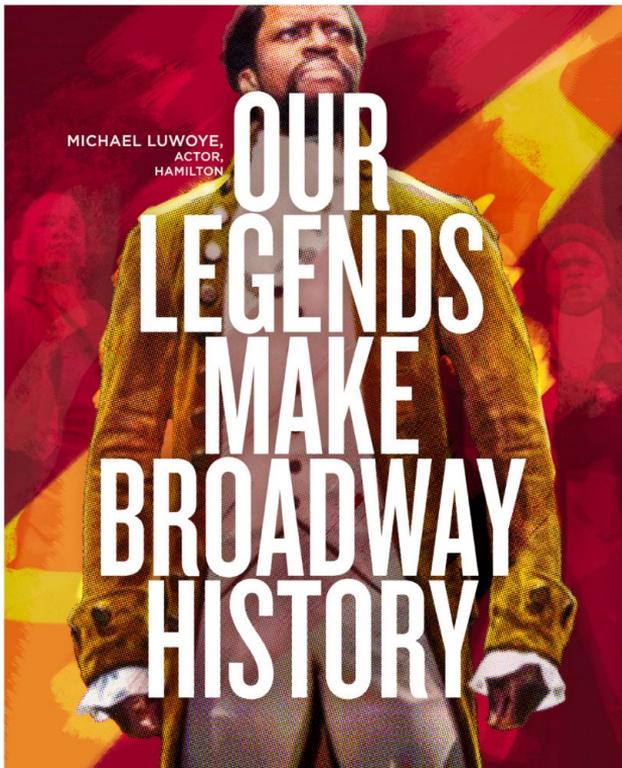
**MORE THAN A RINGLEADER,
A LEGEND**

More than games, more than influence, the University of Alabama's premiere reputation sets the table for a future that matters. From Greek life to campus leadership, Alabama will motivate you beyond your best—making legends of us all.

#WhereLegendsAreMade



THE UNIVERSITY OF ALABAMA®



MICHAEL LUWOYE,
ACTOR,
HAMILTON

OUR LEGENDS MAKE BROADWAY HISTORY

In 2017, Michael Luwoye transformed Broadway in the groundbreaking "Hamilton" as the only actor ever cast to play both male principal roles—simultaneously. Luwoye made his legend in the brightest of spotlights, telling an old story so well that it changed the world. That's power. That's genius.

THAT'S LEGENDARY.

THE UNIVERSITY OF
ALABAMA[®]

Make your legend #WhereLegendsAreMade.

LEGENDARY STORIES



Marilyn Hewson



Sonequa Martin-Green



Chris Emerson



Rece Davis



Justin Thomas



Joe Gibbs

3

Operationalizing Story



-Part 1-

UNDERSTAND
STORYTELLING
IN OUR TIME



Stories themselves are universal. The way we tell them changes with the technology at hand. Every new medium has given rise to a new form of narrative ... people want to be immersed.



FRANK ROSE
"The Art of Immersion"

The background of the image is a dark, textured blue-grey color. It features a grid of faint, light-colored lines that create a perspective of a large, open space, possibly a virtual world or a modern architectural interior. In the foreground and middle ground, there are numerous dark silhouettes of people. Some are standing in small groups, some appear to be interacting, and others are walking. The silhouettes are rendered in a dark, almost black color, making them stand out against the lighter background. The overall atmosphere is one of a busy, interconnected digital environment.

Four Facets of Storytelling in a Digital Age



MAKE YOUR GIFT TODAY

GIVE →

HELPING THE BODY

HEAL, FEEL AND MOVE AGAIN

From the Ability & Innovation Lab to the Center for Sensorimotor Neural Engineering, the College of Engineering is innovating novel devices to help people of all abilities live out their dreams.



WATCH JAYNA'S STORY_



“

WITH JAYNA, WE'VE BEEN WORKING ON A SIMPLE, MECHANICAL SOLUTION THAT'S EASY TO USE IN DAILY LIFE, AND WE'RE REALLY EXCITED BY THE FUTURE OPPORTUNITIES IN NEURAL ENGINEERING WITH OUR PARTNERS AT THE CSNE.

- KAT STEELE

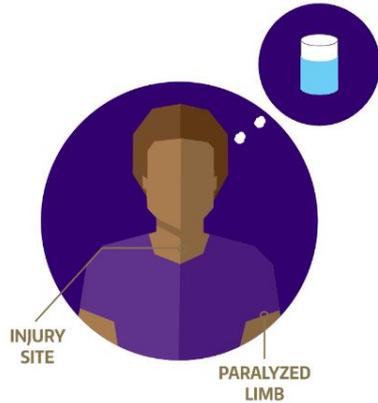
”



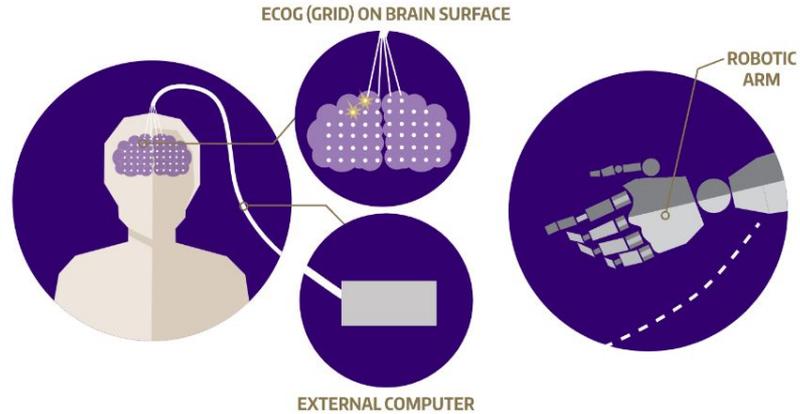


CONTROLLING ROBOTICS WITH THE BRAIN

- 1 For those who experience paralysis, the intent to move is intact, but the ability is not.



- 2 Signals measured directly from the brain using ECoG are sent to an external computer, which is connected to a robotic arm.



- 3 The external computer translates the brain signals, and the robotic arm moves in response to the participant's thoughts.



WHAT YOU CARE ABOUT CAN CHANGE THE WORLD

The University of Washington is undertaking its most ambitious campaign ever: Be Boundless — For Washington, For the World. You can help the College of Engineering empower possibility through innovation by contributing to these funds.

GIVE NOW >

W

CONNECT WITH US



UW CURRENT NEWSLETTER

*Required fields



washu · Follow



washu Douglas Flowe is many things —he is an Associate Professor of History, widely recognized as an accomplished author and academic, and he is also a first-generation college graduate.

He grew up in both New York City and Orlando, Florida. Flowe's early life was marked by economic hardships, homelessness, and frequent moves; he attended 25 different schools from kindergarten to high school. Despite these challenges, he discovered solace in his father's healthy collection of literature from the Harlem Renaissance. The transformative power of books, especially those by Langston Hughes, sparked his passion for scholarship and a life of exploration. He then embarked on a journey of self-discovery, traversing the United States and venturing to Japan, Thailand, Turkey, Egypt, and Europe.

Growing up in marginalized African American communities, Flowe contemplated the roles played by policing and underground economies in shaping Black life, and this inspired much of his scholarship. His commitment to understanding and addressing societal issues has garnered international recognition, with media outlets like National Geographic and CNN featuring his insights.

Today, Flowe's transformative journey stands as a testament to the power of imagination, resilience, and the pursuit of knowledge against all odds.

#FacesofWashU #CelebrateFirstGen #WashU #WUSTL

8w



1,316 likes

December 1, 2023



Add a comment...

Post



"When I was 11 or 12, I read Langston Hughes's biographical work, 'The Big Sea.' In it, he travels to Europe and has a lot of experiences that help him evolve as a writer and as a person. And I just thought, that's what I want to do. I want to be able to travel like that. I want to see many different places, experience different types of knowledge, and I want to produce knowledge."

DOUGLAS FLOWE



washu • Follow



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8w



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Add a comment...

Post

Do MOORE of

WHAT YOU LOVE



MORE
COLLEGE OF ART & DESIGN

APPLY NOW

The world needs

MOORE OF YOU



MORE
COLLEGE OF ART & DESIGN

APPLY NOW

Facet 1:

Curated Cross-Channel Content

1. Microstories, or atomic units of information, that can stand alone or ladder up
2. Metadata and keyword plan to support search engine optimization (SEO)
3. Tagging and taxonomy
4. Cloud-based collaboration tools
5. Content management tools

Facet 2:



Interactivity & Immersion

- 
1. Photography
 2. Video
 3. Audio
 4. Illustrations
 5. Infographics and Data Visualization

Facet 3:

Inspiration to Action

1. Calls to action
2. Ability to amplify through likes, shares, etc.
3. Commenting/reader contributions
4. Ability to gift content
5. Ability to explore related stories
6. "Dive deeper" opportunities (podcasts, playlists)

Facet 4:

Measurement & Optimization

1. Analytics framework to measure and refine
2. Experimentation capability (A/B and multivariate testing)
3. Artificial intelligence (AI) tools to aid in production, measurement, and optimization

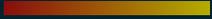
-Part 2-

METHODICAL PRODUCTION



Ask the Right Questions

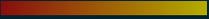
- 
1. Who am I producing this story for?
 2. Why is this story important for them?
 3. What do I want them to understand or learn?
 4. What do I want them to do?
 5. What story do I want them to be able to tell about themselves a result of my story?



Focus On Sustainability



1. How will I share and promote this story?
2. How will I measure success?
3. How can I bring this story to life with the resources that I have access to?
4. What related stories, information, or data can I share?
5. How can I approach story production to extend our storytelling technology toolkit?



Employ AI Tools Purposefully



1. Decide what issue you're trying to address.
2. Choose the right tool for the job.
3. Set your expectations properly.
4. Know that the tool you start with is not necessarily the same tool you'll be using in a month, six months, or a year from now.

Use Case:

Grammar, Tone, Style

The following tools can help you to catch grammatical errors, write more clearly and succinctly, adhere more closely to your institution's editorial style guides, channel your brand's tone and style, and become more confident generally in your work.

- **Grammarly:** [grammarly.com](https://www.grammarly.com)
- **Jasper:** jasper.ai
- **Hemingway:** hemingwayapp.com
- **HyperWrite:** hyperwriteai.com
- **WordTune:** wordtune.com
- **ProWritingAid:** prowritingaid.com
- **Textio:** textio.com

Use Case:

Writer's Block, Story Arcs, Plot Development

Need help getting past a blank page? Looking for a way to play around with plot points or explore alternative story arcs? Trying to discover the conflict or dynamic tension in your narrative? Check these tools out.

- **SudoWrite:** sudowrite.com
- **Novel AI:** novelai.net
- **AI Writer:** ai-writer.com
- **OpenAI:** openai.com
- **PlotFactory:** plotfactory.com
- **Shortly:** shortlyai.com
- **Squibler:** squibler.io

Use Case:

Content Production, Social and SEO

If SEO-optimized content generation for multiple platforms is a current pain point, the following tools can help you to employ AI within your current workflow to speed production and maximize your efforts.

- **Writer:** writer.com
- **Go, Charlie:** gocharlie.ai
- **Demandwell:** demandwell.com
- **Copymatic:** copymatic.ai
- **Copy.ai:** copy.ai
- **Frase:** frase.io
- **Lately:** lately.ai

Use Case:

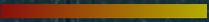
Multimedia Assets

Need to up your presentation
game? Want to more quickly edit
existing images? Need inspiration
through visualization?

- **Tome:** tome.app
- **Adobe:** adobe.com
- **DALL-E 3:** openai.com
- **Midjourney:** discord.com/invite/midjourney
- **Visla:** visla.us
- **GlossAI:** glossai.co
- **BeautifulAI:** beautiful.ai

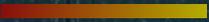
-Part 3-

MEASURING SUCCESS



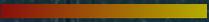
Engagement

1. Likes, comments, shares, reactions
2. Video views
3. Clickthrough rates
4. User-generated content references



Reach & Awareness

1. Impressions
2. Web traffic and referral sources
3. Growth in followers, subscribers, or community size



Sentiment Analysis

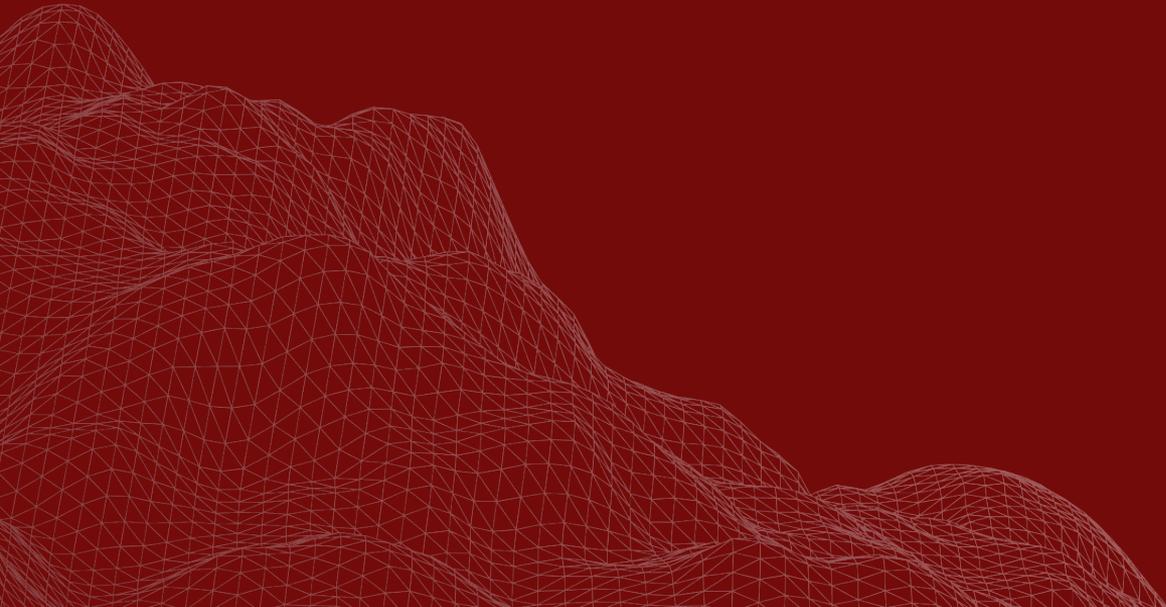
1. Positive, negative, and neutral sentiment
2. Qualitative feedback and comments

Laddering Up: The Balanced Scorecard

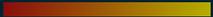
Four Key Areas

- 1. Admissions and Student Success**
 - + Recruitment metrics
 - + Retention metrics
 - + Student satisfaction
- 2. Awareness and Reputation**
 - + Brand awareness and perception (longitudinal)
 - + Rankings (local, regional, national)
 - + Sentiment (longitudinal)
- 3. Giving & Alumni Relations**
 - + Alumni giving participation rates
 - + Overall giving dollars
- 4. Internal Brand Activation**
 - + Adoption across the institution
 - + Consistency in application

4 Lessons Learned



Lesson 1:



Your institution is not
the hero of your story.
Focus on your heroes.

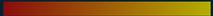
Lesson 2:



You need to find
'the messy middle.'

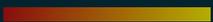
No messy middle, no story.

Lesson 3:



The details are what makes
a story your story. Sweat
the details.

Lesson 4:



Stories can transcend audiences
and help break down silos.

Learn to tell your stories together.

questions,
answered

Dive Deeper:

- + Psychographics, Simplified
- + Authentic Storytelling in an Age of AI
- + From Intention to Activation: Building a Vibrant Brand



Share your story with me:
vsantosmiran@carnegiehighered.com

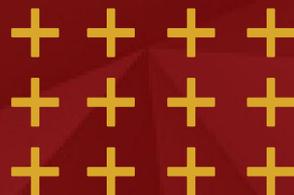


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Thank You!



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*And special thanks to
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