

The Work of Inno Storytelling

A Concept Workshop for Integrating Storytelling
Processes Among Innovation Teams

POWERED BY



& **[Un]told**

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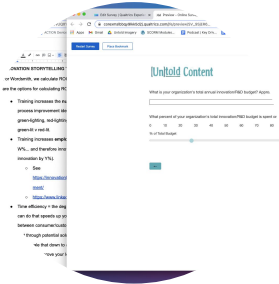
 **Champions
Like You!**

Key Research Questions

- What is the value, impact, and ROI of innovation storytelling?
- **What systems, processes, technologies and rituals do innovation teams utilize to solicit, collect, analyze, and circulate innovation stories?**
- How can we better support innovators as they communicate their ideas, projects, prototypes, successes, and failures?



Methods, Insights, & Outputs



Mixed Methods Survey



Insights on Value, Impact, & ROI

Insights	Methods	Outputs
There is a need for a more holistic approach to content strategy, one that considers the entire customer journey and the role of content in driving business outcomes.	Conducting a content audit, performing a competitive analysis, and implementing a content strategy framework.	A content strategy framework, a content calendar, and a set of content guidelines.
There is a need for a more data-driven approach to content strategy, one that uses analytics to inform decision-making and measure the impact of content.	Implementing a content analytics tool, tracking key performance indicators, and conducting A/B testing.	A content analytics dashboard, a set of key performance indicators, and a set of A/B testing results.
There is a need for a more personalized approach to content strategy, one that tailors content to individual users based on their interests and behavior.	Implementing a content personalization tool, analyzing user behavior, and creating personalized content recommendations.	A content personalization tool, a set of user behavior analytics, and a set of personalized content recommendations.
There is a need for a more collaborative approach to content strategy, one that involves all stakeholders in the organization and ensures that content is aligned with business goals.	Establishing a content governance framework, implementing a content management system, and fostering a culture of collaboration.	A content governance framework, a content management system, and a set of content collaboration guidelines.

Maturity Model



Interviews



Insights into Existing Processes & Systems

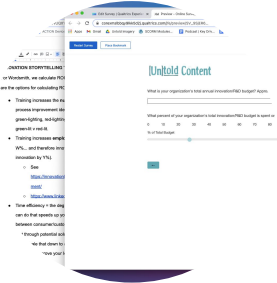


Expanding Toolkit



Tech-Enabled Processes

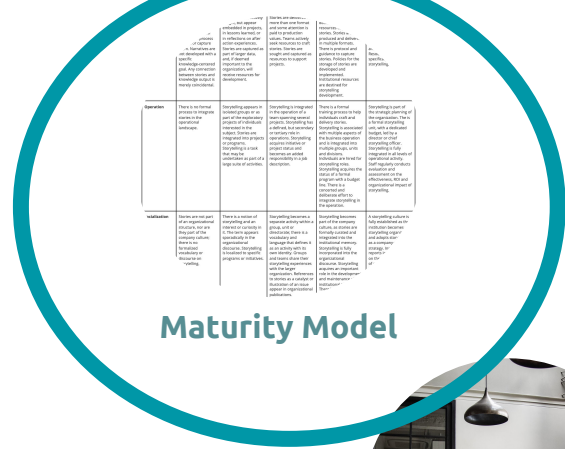
Methods, Insights, & Outputs



Mixed Methods Survey



Insights on Value, Impact, & ROI



Maturity Model



Expanding Toolkit



Interviews



Insights into Existing Processes & Systems



Tech-Enabled Processes

Innovation Storytelling

(n.) Innovation storytelling is the art and science of communicating strategic narratives about new product developments, systems improvements, and ground-breaking new thinking to drive innovation objectives.





INNOVATION STORYTELLING PROCESSES



Research Findings

- Innovation storytelling is a key cultural mechanism for promoting innovation—and it's just as critical to innovation success as organizational designs and processes.¹
- Stories can spark organizational change and therefore, “Being thoughtful about the creation [and] communication of stories in an organization can have significant benefits.”²
- Innovation narratives “promote productive social processes by providing a way for people to manage the tensions between coherence and flexibility that characterize innovation. Innovation narratives make this possible by facilitating the translation of ideas across space.”¹
- Entrepreneurs work to contextualize their innovation journeys by forming stories about the past, present and future—revising their narratives when things don't go as anticipated.³
- Companies that articulate a coherent and compelling innovation narrative grow sales faster than industry rivals.⁴

¹Bartel, Caroline A., and Raghu Garud. "The Role of Narratives in Sustaining Organizational Innovation." *Organization Science* 20, no. 1 (2009): 107-17. Accessed February 15, 2021. <http://www.jstor.org/stable/25614643>.

²Barry, M., & Beckman, S. (2009). Design and Innovation through Storytelling. *International Journal of Innovation Science*, Vol. 1, 4.

³Raghu Garud, Joel Gehman, Antonio Paco Giuliani, Contextualizing entrepreneurial innovation: A narrative perspective, *Research Policy*, Volume 43, Issue 7, 2014, Pages 1177-1188, ISSN 0048-7333, <https://doi.org/10.1016/j.respol.2014.04.015>.

⁴Innovation as Narrative, 2010. Harvard. <https://ash.harvard.edu/files/innovationasnarrative.pdf>.

TIME SPENT

HOW MUCH TIME DO YOU SPEND EACH WEEK CREATING, SHARING, OR HEARING INNOVATION STORIES, ARTIFACTS, PAPERS, OR PRESENTATIONS?

Key Finding

Innovators spend over 25% of their work week storytelling. This does not appear to be dependent on gender or job role, though organizational size may influence time spent, with medium-sized enterprises spending the least time.

How We Did It

Asked participants to share the average # of hours per week they spend creating, sharing, or hearing innovation stories (n=93).



12 HOURS
ON AVERAGE
per week spent on
innovation storytelling

Small Orgs/Startups

<49 employees

14 hrs/wk
(+/- 9 STD) (n=8)

Medium Orgs

50-250 employees

7 hrs/wk
(+/- 3 STD) (n=11)

Large Orgs

>250 employees

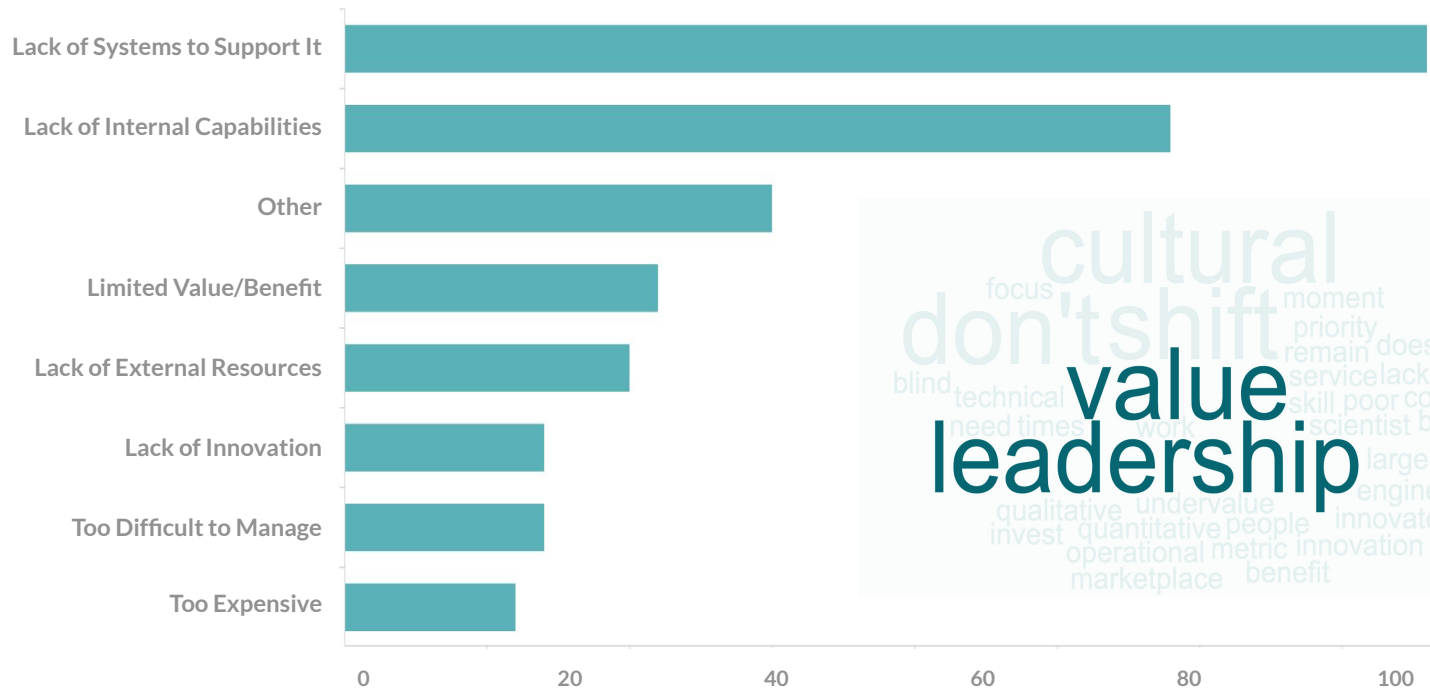
12 hrs/wk
(+/- 9 STD) (n=42)

CHALLENGES

REASONS WHY ORGANIZATIONS ARE NOT PRACTICING INNOVATION STORYTELLING

Key Finding
Organizations that don't prioritize innovation storytelling lack systems and internal capabilities to support it.

How We Did It
Analyzed quantitative data from a checkbox question on "If innovation storytelling isn't a priority at your organization, why isn't it?" (n=123). The word cloud represents text from participants who selected "Other" (n=15).



EXPLORE THE FULL STATE OF THE FIELD REPORT

at <https://get.untoldcontent.com/stateofthefield>



PRACTICE DOES YOUR ORGANIZATION PRACTICE INNOVATION STORYTELLING? YOUR TEAM? YOU?

	Small Orgs 50 employees	Large Orgs >250 employees
Team	27%	50%
You	55%	50%
Both	73%	90%

INTEGRATION PERCENT OF RESPONDENTS AGREED WITH EACH

Key Finding: From the 145 survey respondents representing a wide variety of industries, organization sizes, and...

KEY TAKEAWAYS FROM THE SURVEY

Innovation storytelling is practiced more by individuals than organizations.

85% of individual respondents agreed that they practice innovation storytelling, but teams (58%) and organizations (55%) practice less.

Innovators spend 12 hours/week crafting or sharing innovation stories, artifacts, or presentations.

Innovators in large organizations (12 hrs/wk) and small business/startups (14 hrs/wk) spend more time crafting and sharing innovation stories than those in medium-sized companies (7 hrs/wk).

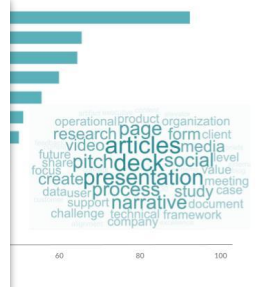
Innovation storytelling is important for the professional success of innovators.

Specifically in large organizations, 95% of participants claim that innovation storytelling is important for their professional success.

Org Size	Very important	Extremely important
Small	92%	8%
Startup	8%	88%
Small	71%	25%
Startup	25%	71%

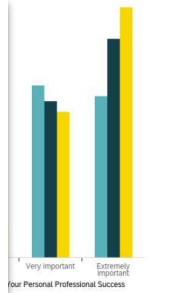
TYPES OF INNOVATION STORIES

WHAT TYPES OF INNOVATION STORIES, MATERIALS, ARTIFACTS, OR FRAMEWORKS ARE CREATED AND CIRCULATED WITHIN YOUR ORGANIZATION?



Overall Importance

HOW IMPORTANT IS INNOVATION STORYTELLING TO THE SUCCESS OF YOUR ORGANIZATION? YOUR TEAM? YOU?



Org Size	Very important	Extremely important
Small	92%	8%
Startup	8%	88%
Small	71%	25%
Startup	25%	71%



WORKSHOP PART 1





MATURITY MODEL [DRAFT]



How YOU Can Support This Initiative

- ✓ Pilot Innovation Storytelling Training & Toolkit during this launch year. Schedule a one-on-one with katie@untoldcontent.com if interested.
- ✓ Become an **Innovation Storytelling Champion**
 - Join bimonthly research webinars
 - Be willing to chat, answer questions, and share insights with our research team
 - Circulate and share findings and insights
 - Be open to piloting new frameworks, toolkits, and technologies that emerge from this initiative
 - *To become a champion, send a private Zoom chat message to Katie (or email her at katie@untoldcontent.com) with your name and email.*



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VIRTUAL INNOVATION STORYTELLING TRAINING

EPIC EXAMPLE: UNSEEN STARS

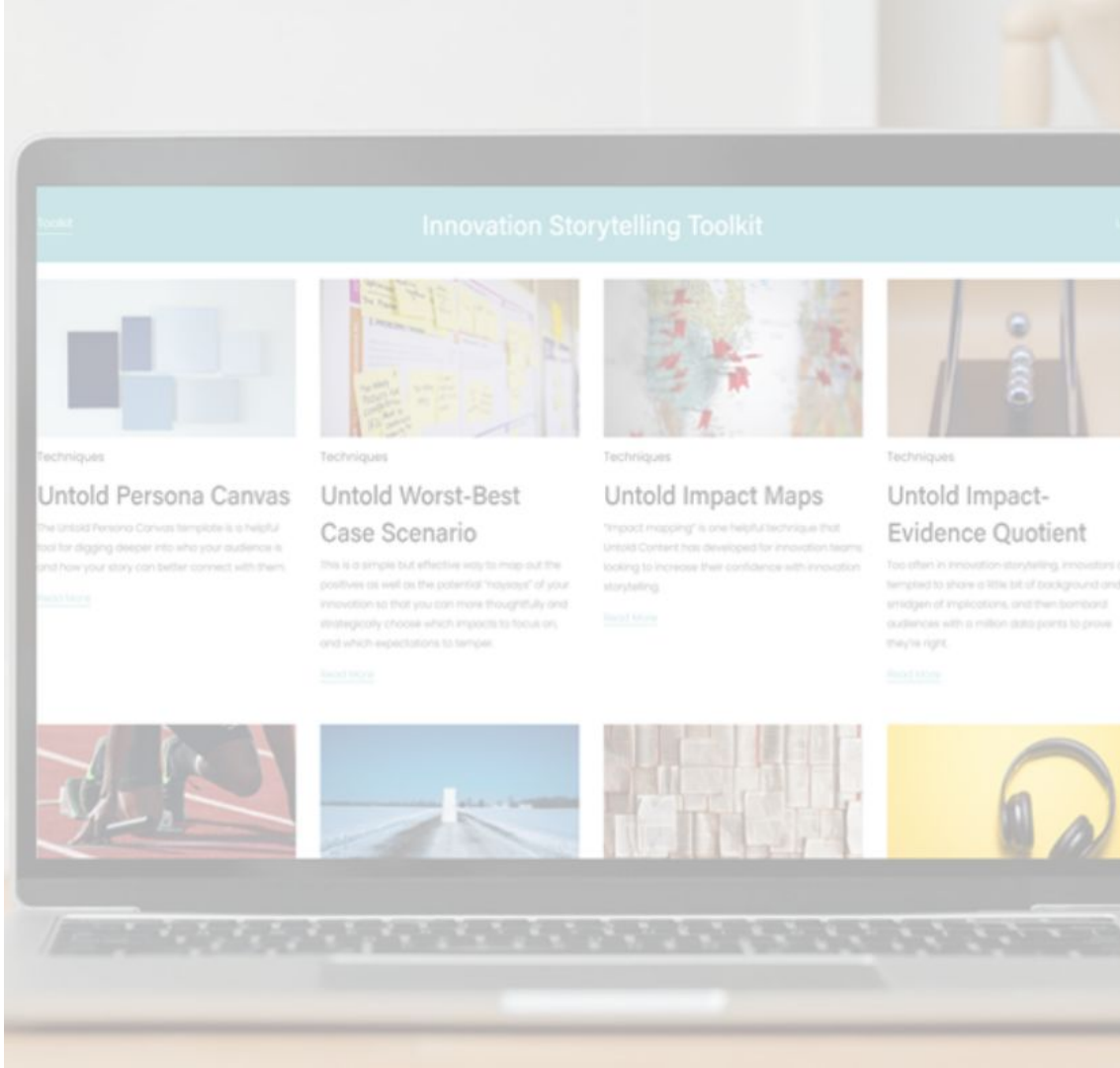
If consumers seek companies they perceive as innovative, how are publicly traded enterprises communicating their expertise to shareholders and consumers? Let's dive into three epic examples of effective, creative external innovation storytelling.



INNOVATION STORYTELLING TOOLKIT



- 30+ tools and growing
- Demonstrates *how* to storytell *effectively*
- A one-stop resource of proven strategies for successful innovation storytelling
- Based on analysis and vetting of hundreds of research and business articles *plus* Untold's storytelling tools





INNOVATION STORYTELLING PLATFORM



INNOVATION



STORYTELLING

PLATFORM

Powered By
[Un]told Content



The Innovation
Storytelling Platform™
accelerates innovation
through the power of
storytelling.



Transforms casual conversations...



...into stories
that power
learning,
insight, and
innovation.





1

DEFINE

2

COLLECT

3

EXPLORE

4

ENGAGE

INNOVATION STORYTELLING PLATFORM™



AI-Powered Feed



AI-Powered Feed interface showing a grid of content cards.

Story Prompts™



Story Prompts™ interface showing text prompts.

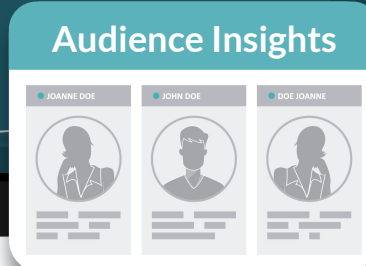
Toolkit™



Toolkit™ interface showing various tool icons.

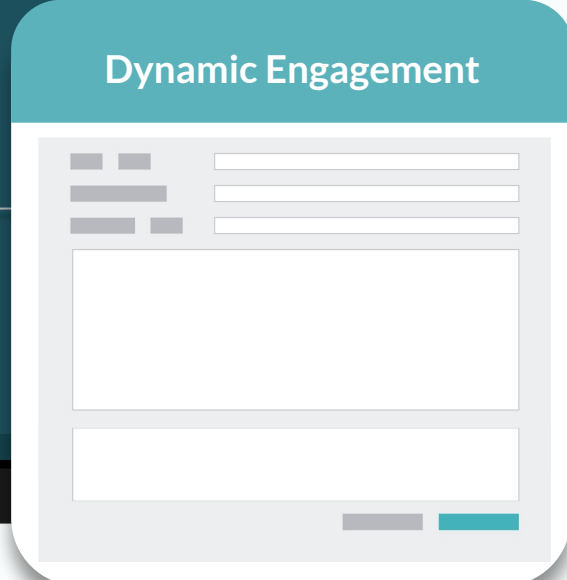


Audience Insights



Audience Insights interface showing user profiles (Joanne Doe, John Doe, Doe Joanne).

Dynamic Engagement



Dynamic Engagement interface showing a form for user interaction.



WORKSHOP PART 2



How YOU Can Support This Initiative

- ✓ Pilot Innovation Storytelling Training & Toolkit during this launch year. Schedule a one-on-one with katie@untoldcontent.com if interested.
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THANK YOU!



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AMPLIFYING INNOVATION

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