



# ONCE UPON A TIME...

## Effectively Crafting the Story and Marketing Our Services

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The image features six black silhouettes of people standing in a row against a white background. From left to right, there is a woman with her hair in a ponytail, a man with his hands in his pockets, a man in profile, a woman in profile, a man, and a woman. A black rectangular box is centered over the group, containing the text 'So what do you say?' in a teal color. The entire image is framed by a teal border on the left and right sides.

So what do you say?

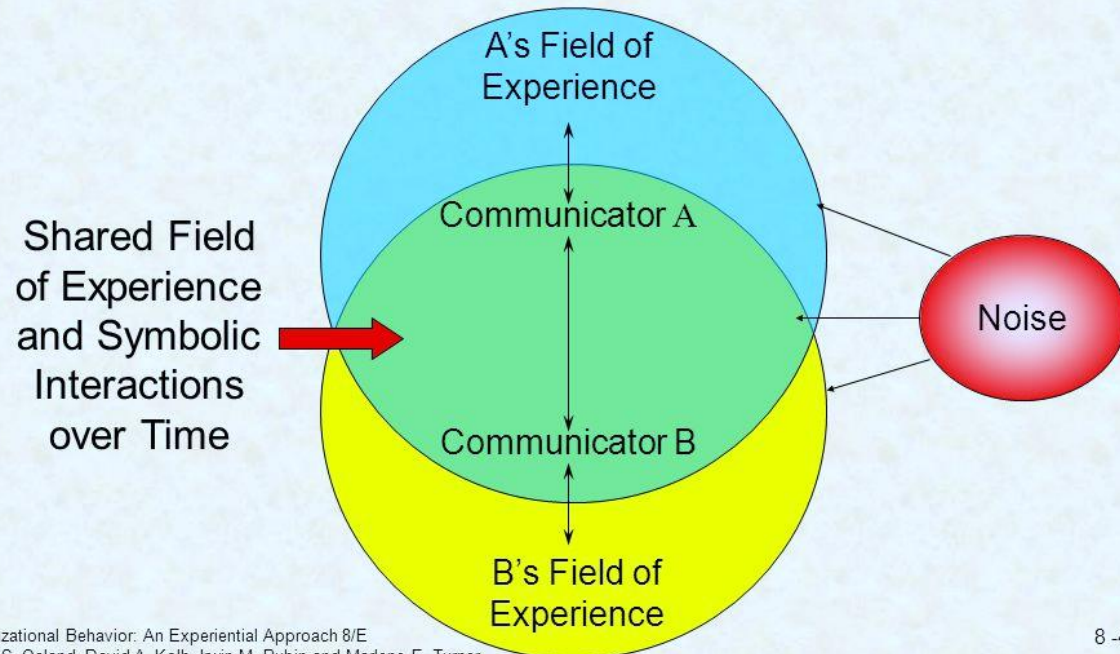
Single Story of  
Princess Party  
Pooper



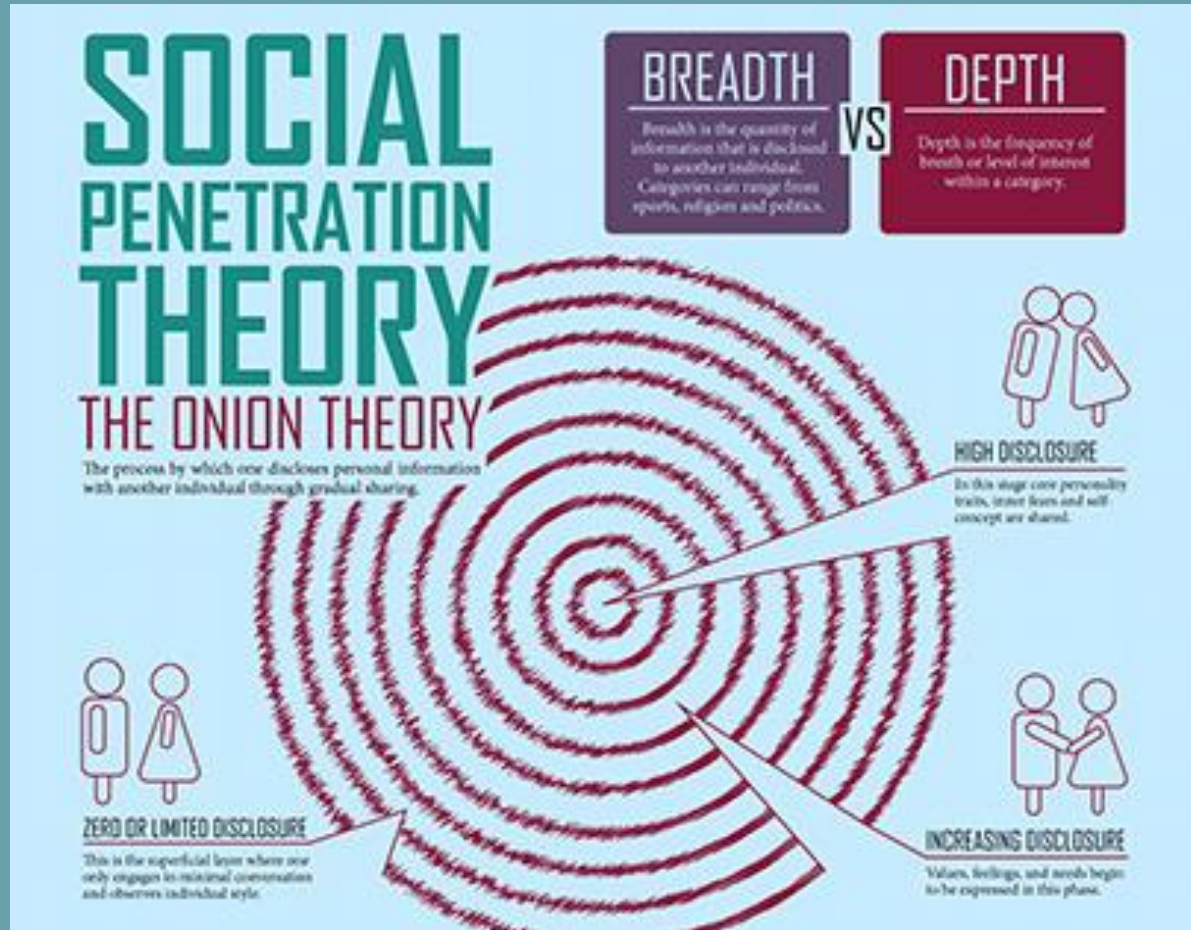
# Communication Models/Theories

## Transactional Model

### Transactional Model of Communication

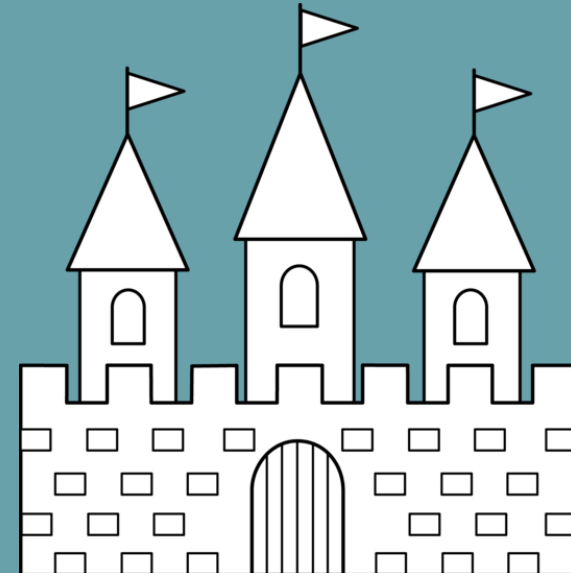


## Social Penetration Theory

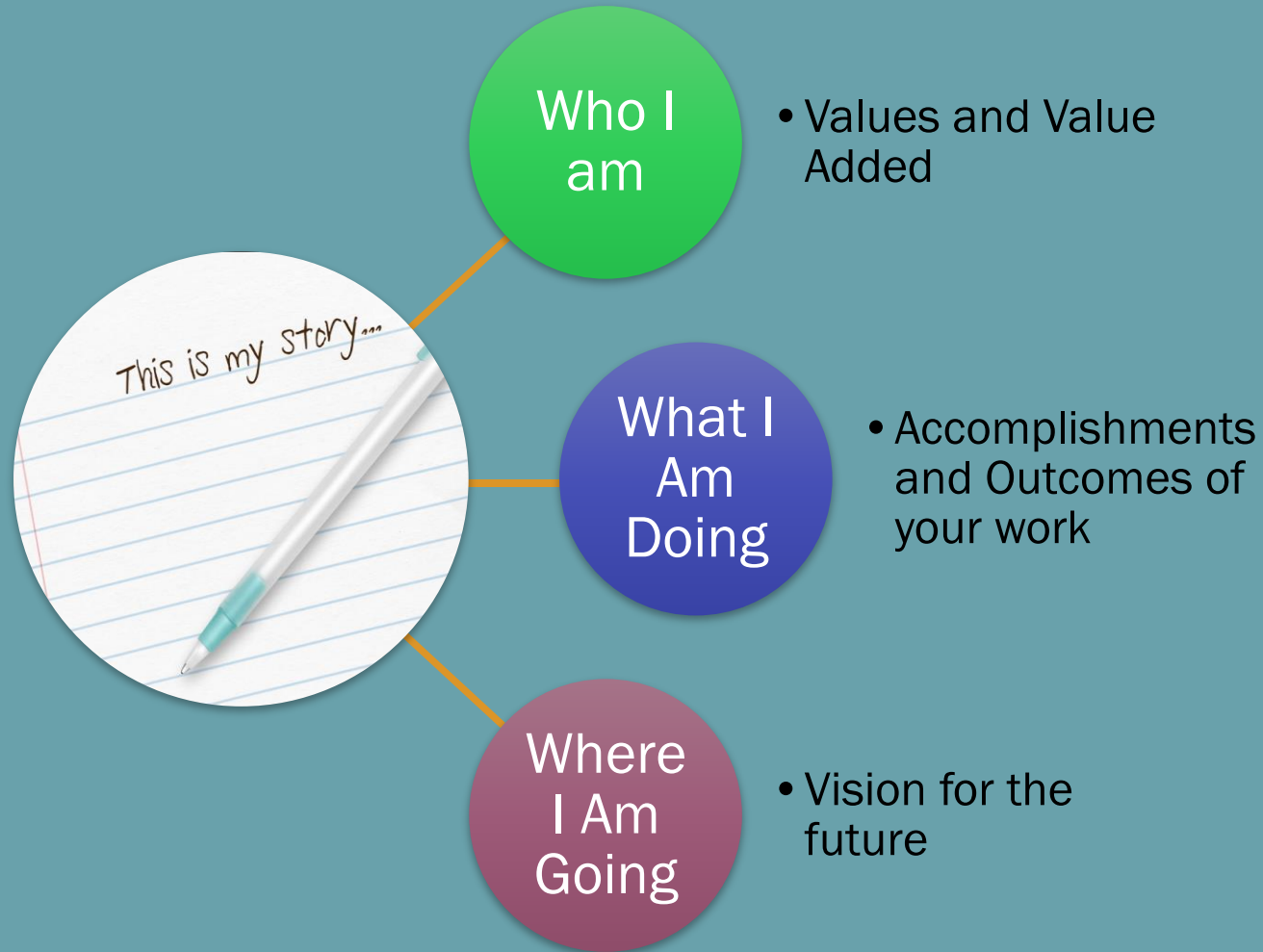


# Our Quest (or learning objectives)

- Identify deficits of current practice and theoretical frameworks that influence story telling.
- Describe 1-2 methods for assessing outcomes beyond satisfaction surveys and health deficits surveys.
- Discuss 1-2 methods that are effective mediums for marketing data and story telling.



# Our Story in three parts...



# Appreciative Inquiry

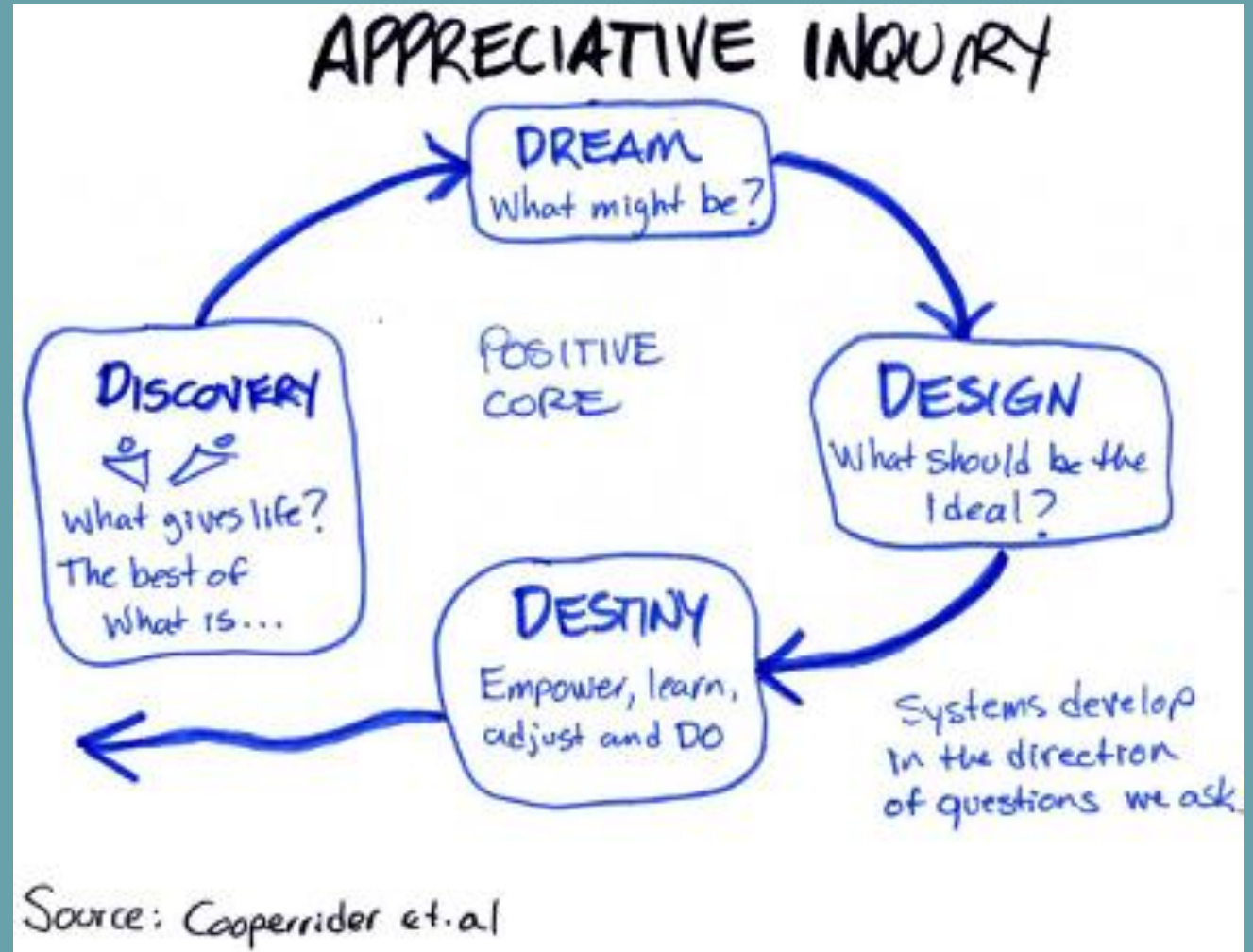
“The traditional approach to change is to look for the problem, do a diagnosis, and find a solution ...Appreciative Inquiry suggests that we look for what works in an organization. The tangible result of the inquiry process is a series of statements that describe where the organization wants to be, based on the high moments of where they have been”

Hammond, Sue. The Thin Book of Appreciative Inquiry. Thin Book Publishing Company, 1998, pages 6-7.



# Guiding Principles to Appreciative Inquiry

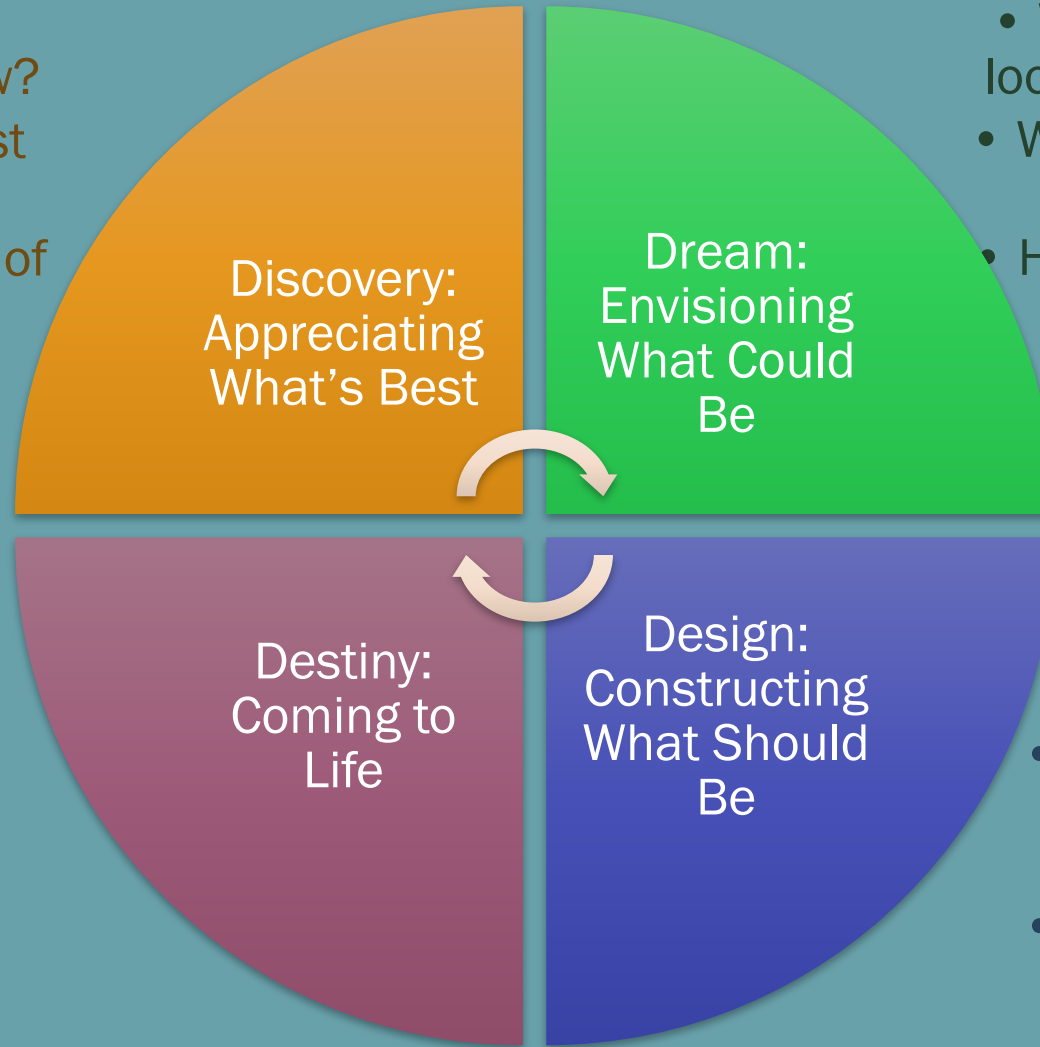
1. Choose the positive as a focus for inquiry
2. Inquire into positive moments (Discovery)
3. Share stories and forces when teams are at their best
4. Generate image of the future (Dream)
5. Develop path and celebrate successes towards that future (Design and Destiny)





# Appreciative Inquiry Activity

- What is it you do?
- What's working well now?
- What is it you value most about college health?
- What are the outcomes of your work?



- What would you want things to look like(given infinite resources)
- What's your vision for the field?  
For your role at your school?
- How should the world view your work?

- What can you do to make this happen?
- How are we going to deliver the design?

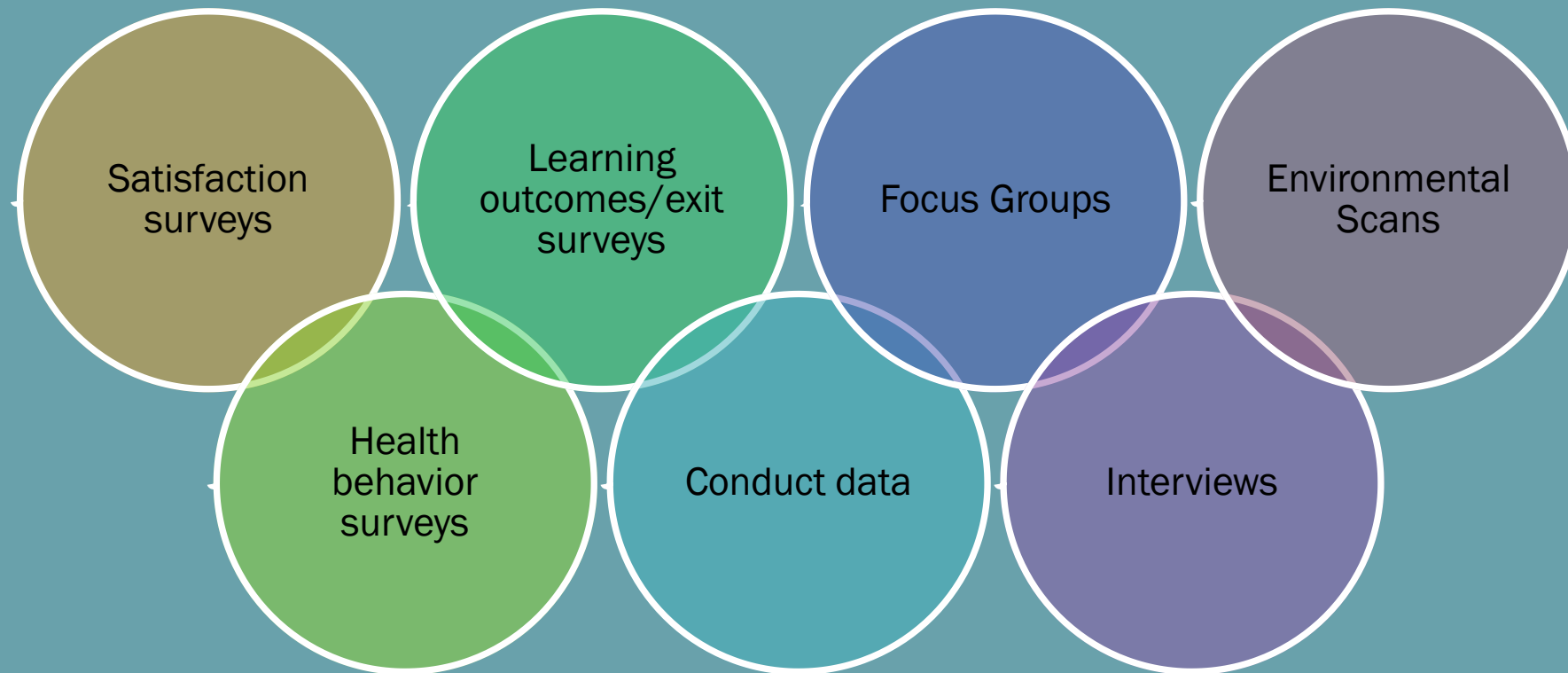
- What long and short-term goals will bring the vision to life?
- What is needed to bridge the gap between *what's best* and *what might be*?

What is it that we do  
and how do we know  
we do it well?

How do we measure  
success?

What should we be  
asking/measuring to  
get at the outcomes  
of our services?

# Sources of data: Discovery



# On marketing ourselves: Destiny

- Annual Reports
- Building relationships
- Elevator pitch
- Infographics
- Impact statements
- Stories of success!—using stories of patient, client, program
- Assessment and evidence that show our impact

Who are you?

What do you do?

How do you do it?

What do you deliver?

Who do you work with?

# Elevator Pitch

Effective framework for expanding beyond  
job title

Gets at deeper levels of the “onion”

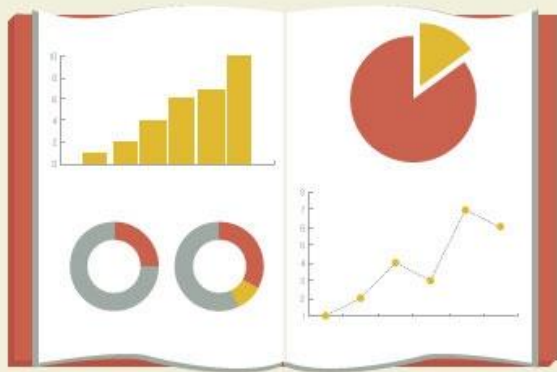
Builds support

Short and Sweet

# WHAT IS AN INFOGRAPHIC?

You are looking at one! Infographics are a fun and quick way to learn about a topic without a ton of heavy reading. There are many different styles of infographics and data visualizations, but the ultimate goal for all infographics is to be shared. Learn what makes a great infographic, why they are useful for everyone, some tips to create a viral infographic and the numbers to back it all up.

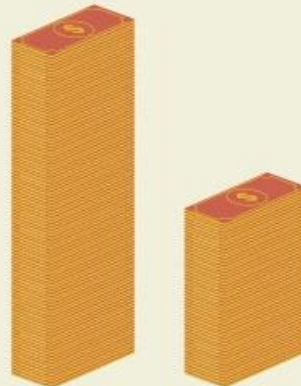
## AN INFOGRAPHIC IS:



A data-rich visualization of a story or thesis



A tool to educate and inform



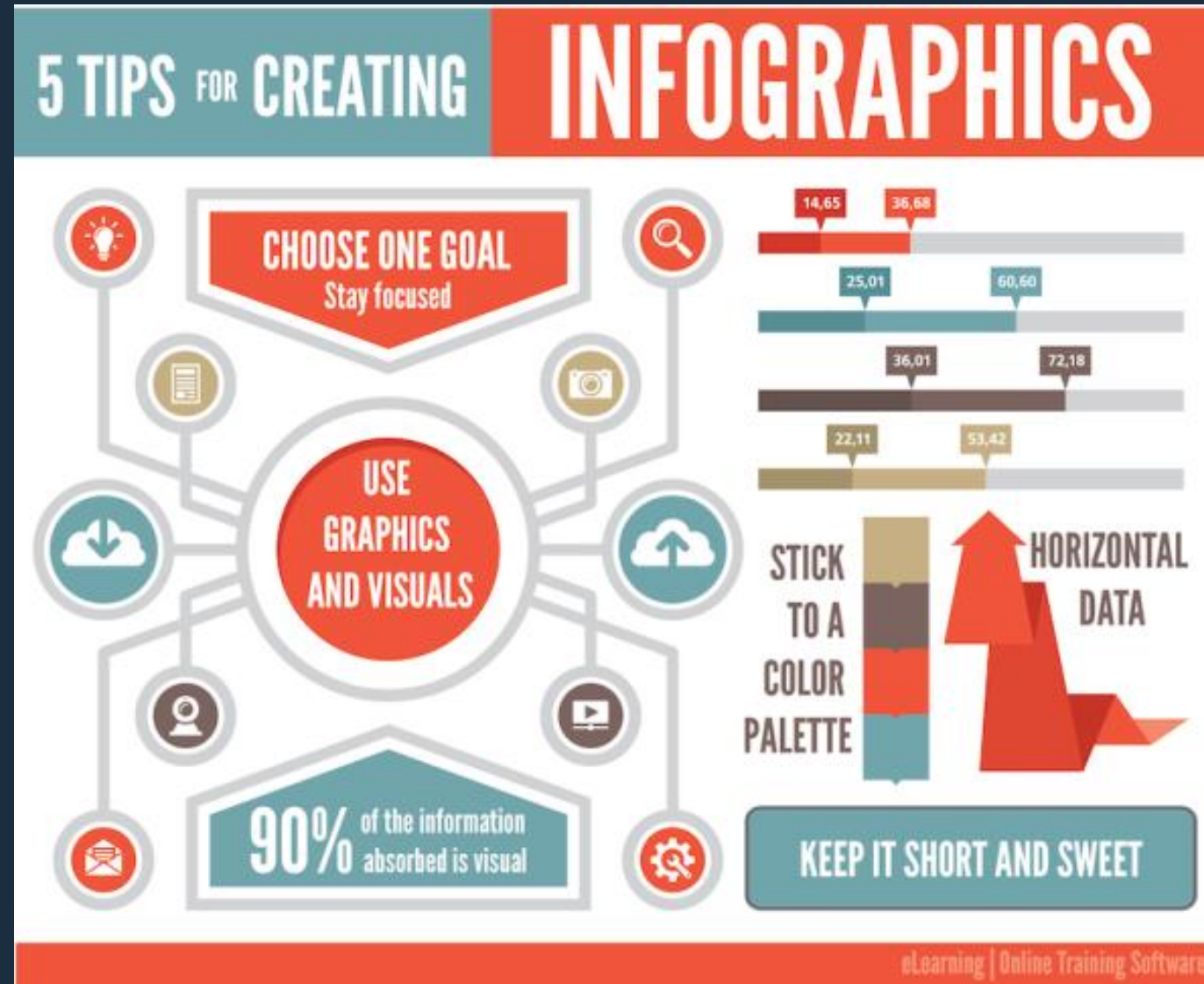
A way to build brand awareness and inbound links at half the cost of standard online marketing campaigns

Many free websites to generate them include:

- *Piktochart*
- *easel.ly*
- *venngage*

# Infographics: Basic Rules

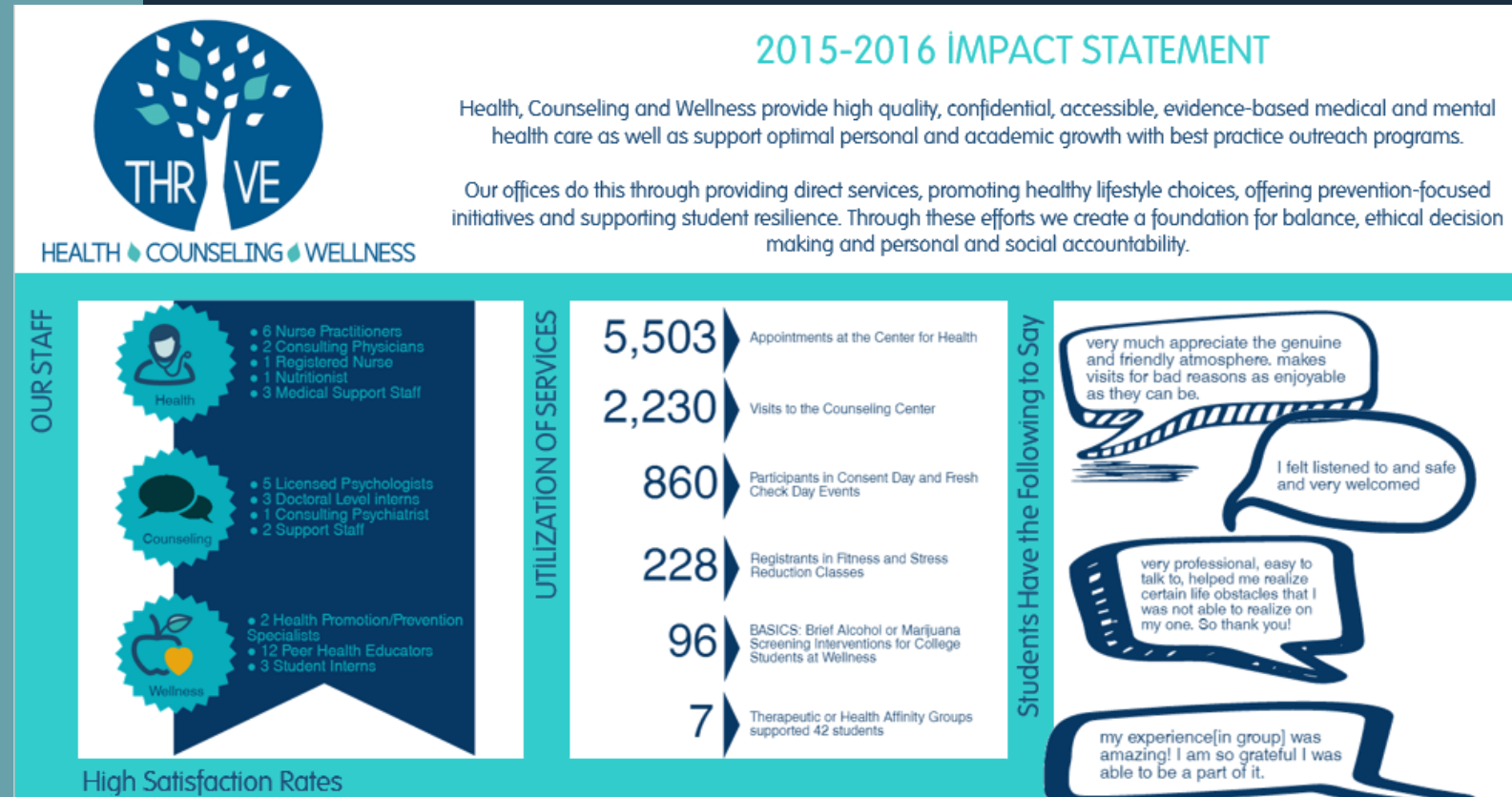
1. Choose your story
2. Use a simple color palette
3. Play with space (and use negative space wisely)
4. Limit fonts to three or less
5. Sketch your design out first
6. Use data!



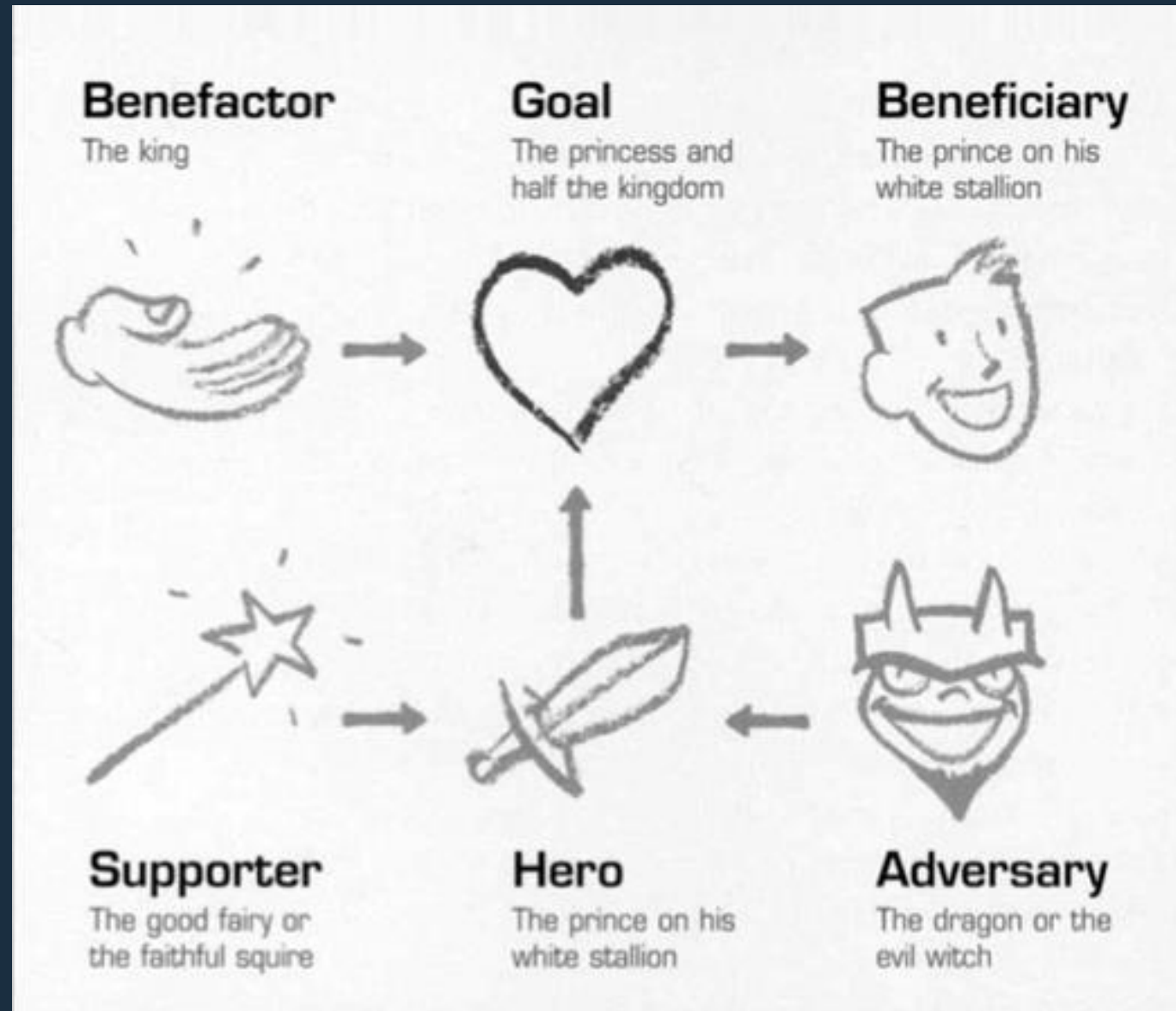


# Impact Statements

- Infographic Annual Reporting
- For internal or external audiences
- Captures the “best of what is” in order to advocate for “what could be”



Like any good  
fairytale,  
these  
archetypes  
exist on our  
campus





And we worked  
happily ever after

THE END