The Secret Sauce of Employee Generated Content:

Structured Video Storytelling

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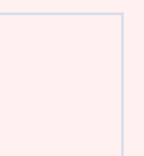
Your Presenters.

Doug Monaco

Head of Customer Success, US

Kristi Gaudioso

Vice President of Sales, US

The Secret Sauce of Employee Generated Content: Structured Video Storytelling

Agenda.

The value of Employee Generated Content (EGC)

Common roadblocks hindering content creation from employees

The importance of structure

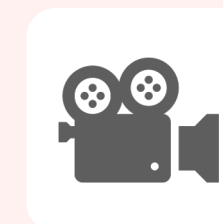## The Secret Sauce of Employee Generated Content: Structured Video Storytelling

Agenda.

How to structure prompts for better shaping any business narrative

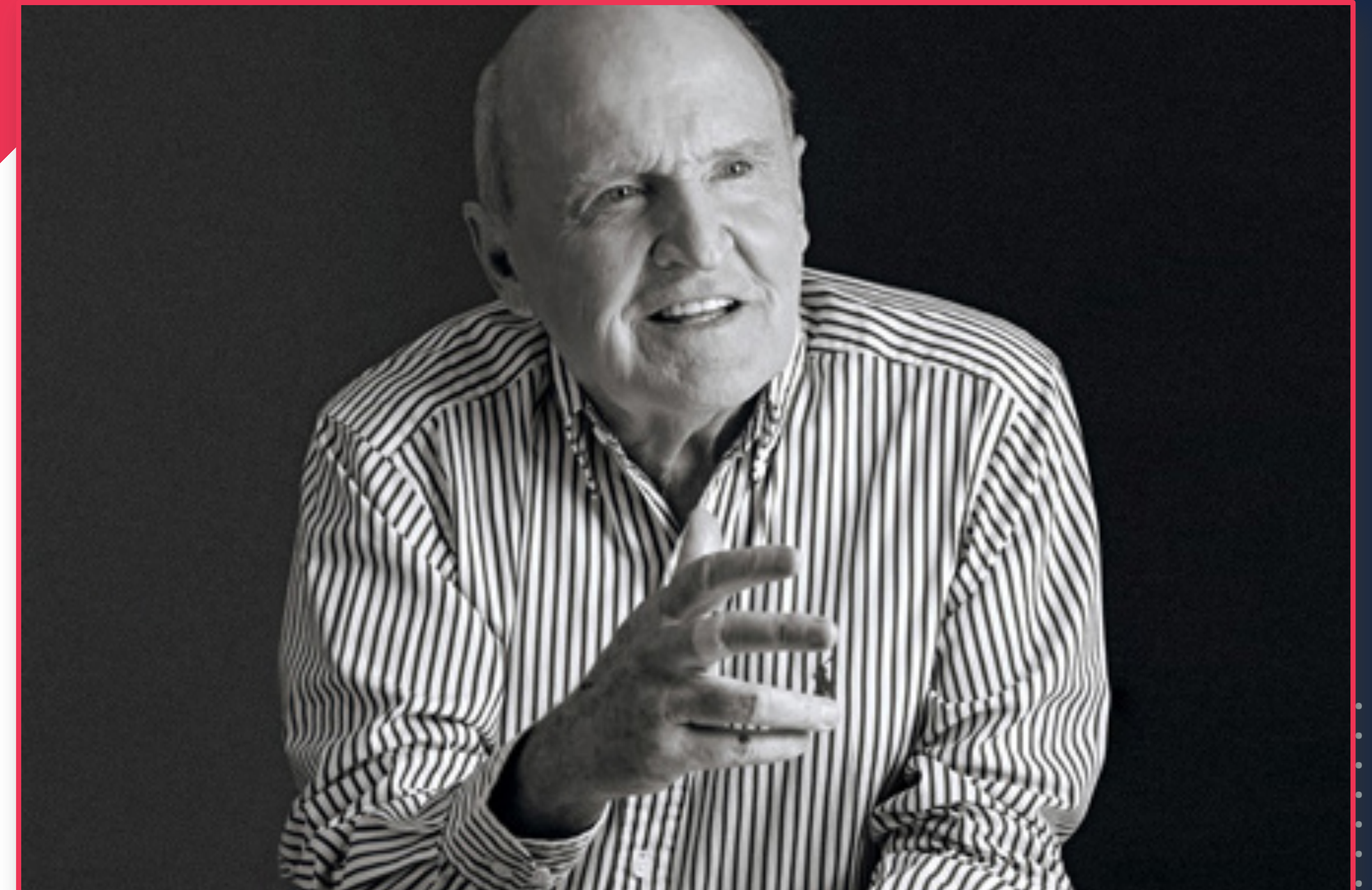**How to use EasyMovie's storyboards templates to empower EGC**

Best practices for creating storyboard templates

Jack Welch,
Former Chairman & CEO of General Electric (GE)

Knowledge Sharing.

" *An organization's ability to learn, and translate that learning into action rapidly is the ultimate competitive advantage.* "

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The Value of Employee Generated Content.

Enable, Express and Empower

Employees own most of a company's knowledge.
Empower them to express their knowledge.
Establish a process and culture of knowledge sharing.

- Improve employee engagement
- Solve problems faster
- Make better decisions
- Reduce loss of knowledge
- Stimulate innovation and personal growth

Common roadblocks hindering employee generated content creation.

What to say and How to say it

Humans naturally want to express themselves.
Knowing *the way* to do so is more challenging.
Establishing structure provides a path for consistency.

- Not knowing what to say
- Not sure how to start
- Not sure it's on brand or consistent
- Not aware of the value
- Fear of rejection and judgment

The importance of structure.

Communication is not innate, it's a skill

Build the formula to drive relevance

Provide focus
Establish guidelines
Build consistency*
Reinforce company standards

What defines structure?
- A narrative with an objective
- Questions and prompts to drive responses
- Key points to emphasize the message

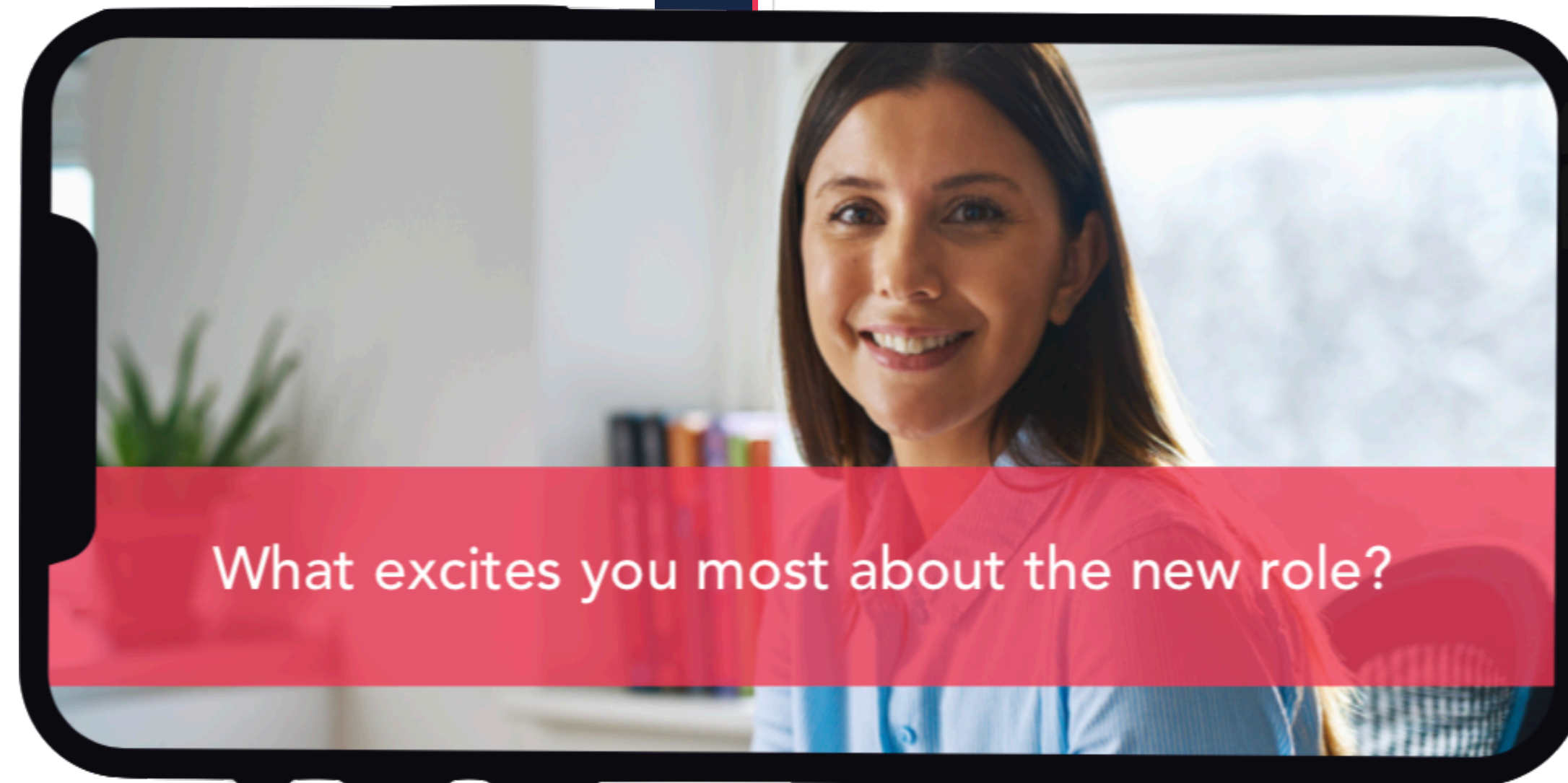# The Secret Sauce of Employee Generated Content: Structured Video Storytelling

How to structure prompts for better shaping any business narrative.

Give your employees a voice

Ensure everyone's voice is heard right now
Benefit from the insight and perspective of many
Welcome diversity of thought

- Establish uniformity
- Build consistency*
- Retain employees
- Provide a platform

- What was your previous role and how long were you in it?

- How did you approach taking the next step in your career?

- What excites you most about the new role?

- Any advice for others who may be looking to move throughout the company?

What excites you most about the new role?

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How to use EasyMovie's storyboards templates to empower EGC.

The power of video medium over text

Share Best practices
How-To/Role-Plays
Team helping each other to stay motivated and engaged

Biggest power of EasyMovie solution/model/template
- Enable organizations to structure how employees are going to express and share their knowledge broader
- Questions and prompts to drive speaker responses
- Add keywords to emphasize narrative message points
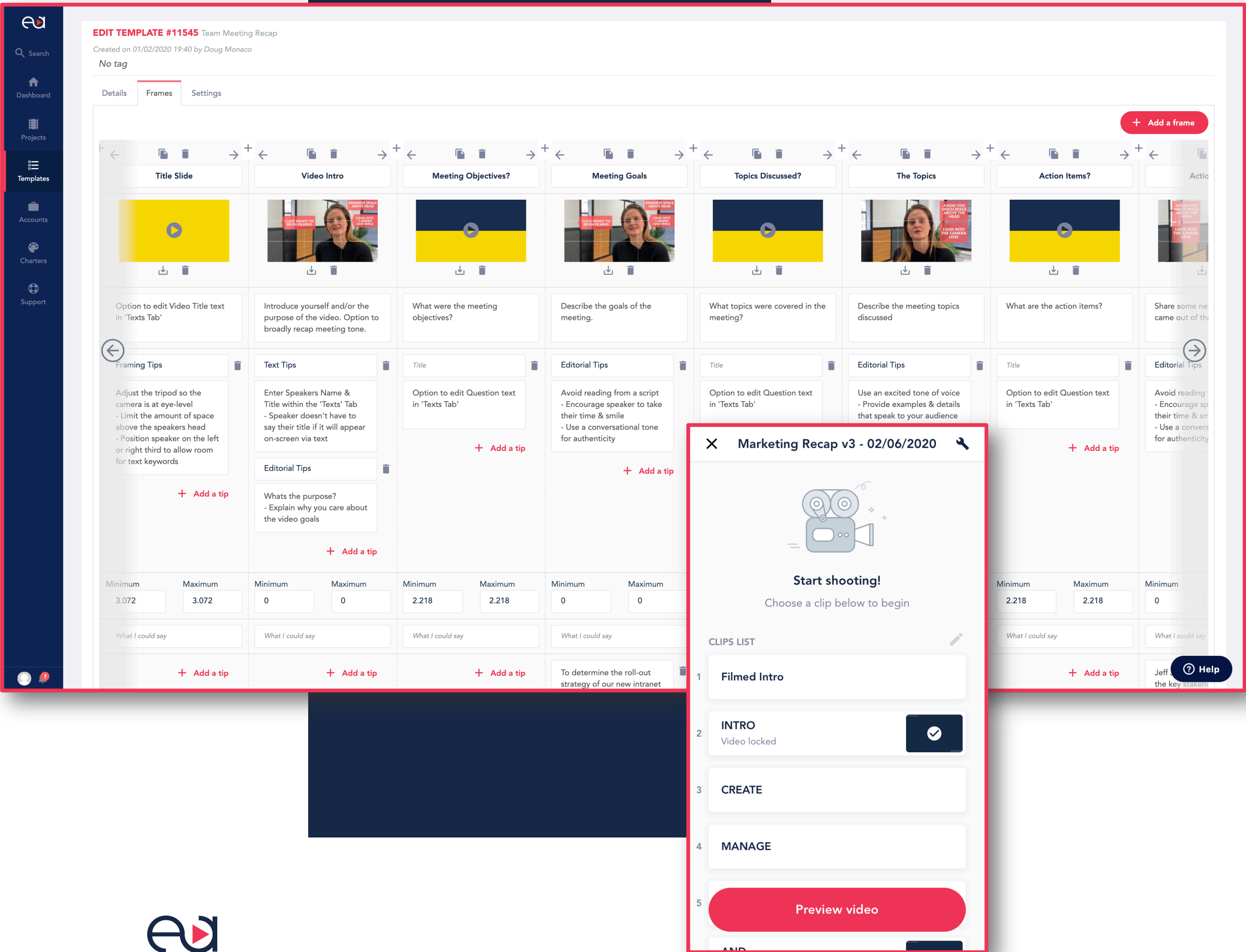
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Best practices for creating storyboard templates

Guidelines for common business narratives

Relevance to company language, context & culture
Guidance framed to inspire pride and knowledge
Interesting content is unique and personalized naturally

- Aim for three to four questions
- Keep first question simplistic to gain comfort
- Avoid generic or rhetorical questions and responses
- Target and limit time length
- Add call to action to conclude

Storyboard

Project title:

Storyteller:

1 2 3 4 5

6 7 8 9 10

11 12

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Here are some prompts to help shape your narrative...

- Ask *What*
- Ask *Why*
- Ask *How*
- Ask *When*
- Ask *Where*
- Ask *Who*
- Provide an *explanation*
- Share an *Analogy*
- Share a *Story*
- Share a *Problem*
- Share a *Pain Point*
- Share a *Difficulty*
- Share a *Roadblock*
- Share a *Solution*
- Share a *Potential Gain*
- Share a *Benefit*
- Share an *Impact*
- Share the *ROI*

- Share an *Opinion*
- Share a *Counterpoint*
- Share a *Feeling*
- Share a *Lesson*
- Share a *Learning*
- Share a *Process*
- Share a *Strategy*
- Share an *Experience*
- Share a *Resource*
- Share a *Question*
- Share *Data*
- Share a *Meeting recap*
- Share an *Update*
- Share an *Overview*
- Share an *Objective*
- Share a *Goal*
- Share a *Desire*
- Share a *Need*

Q and A.

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Thanks for attending!

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