



**Pop-Up Storytelling for Organizations** is a membership engagement program designed to:

- ✓ Enhance interactions among members to encourage greater participation
- ✓ Provide a novel entertainment and learning experience
- ✓ Augment diversity and inclusion initiatives

### 1. How does *Pop-Up Storytelling for Organizations* work?

A *Pop-Up* coach assists employees (“the cast”) with writing and presenting personal stories to fellow members in a staged setting. Sponsoring leaders provide a theme for a cast member to develop a 5-7 minute non-fiction story. A hosted “show” is created for multiple members to deliver stories that may be inspirational, informative, or entertaining. A post-event assessment determines the impact on engagement. *Pop-Up Storytelling* may be for a specific group event or a recurring series.

### 2. Why is storytelling an engagement method?

Organizational storytelling is a disarming way to engage members. Structured storytelling serves to improve group cohesiveness as individuals learn they have more in common with each other than just work similarities. *Pop-Up Storytelling* is based on the theory of group cohesiveness proposed by noted social psychologist Leon Festinger (1950).<sup>1</sup>

### 3. What consultation comes with *Pop-Up Storytelling for Organizations*?

Contact Cheryl Farrell Communications to learn about our services:

- ✓ Identify storytelling engagement goals
- ✓ Storytelling development and event planning
  - Storyteller selection (even “shy” individuals)
  - Story plot—something happened, something changed
  - Story structure—beginning, middle, end; characters
  - Internal communications and marketing support
- ✓ Evaluate storytelling impact on engagement



*Engagement matters ...  
your story matters.*

### 4. What’s the origin of the *Pop-Up Storytelling for Organizations* name?

The program name comes from the practice of retailers that leave their brick and mortar stores to set up temporary sites positioned in the foot traffic of consumers—going directly to the people. We bring stories to the member gatherings with engagement as the goal.

### 5. Who is Cheryl Farrell?

Cheryl has more than 30 years’ experience in corporate communications, Human Resources, entertainment, and consulting. To learn more about her background and services, email: [cheryl@cherylfarrell-communications.com](mailto:cheryl@cherylfarrell-communications.com) or visit [Cheryl Farrell Communications](http://CherylFarrellCommunications.com).

<sup>1</sup>Festinger, L.; Schachter, S.; Back, K. (1950). “The spatial ecology of group formation”. In “Social Pressure in Informal Groups” Chapter 4.