

**Pop-Up Storytelling for Remote Workers** is an employee engagement program designed to:

- ✓ show employees they are valued and connected, especially as they work remotely
- ✓ enhance interactions among employees when physically apart
- ✓ inspire diversity and inclusion from all employees

### What is Pop-Up Storytelling for Remote Workers?

A *Pop-Up* facilitator assists leaders and their employees with developing a personal statement (“story”) based on a one-line prompt. *Pop-Up Storytelling* prompts are adapted to a group’s culture. Story prompts are created for recurring meetings.

- Employees complete a sentence, such as:  
“My co-workers would be surprised to know that I \_\_\_\_\_.”
- Sample response:  
“...have award-winning roses in my garden. New flowers arrived earlier than expected this year.”
- A conversation may follow that reveals others also enjoy gardening. Personal stories can help relieve stress associated with social distancing.



### Why is storytelling an engagement method?

Organizational storytelling is a disarming way to engage staff 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 social psychologist Leon Festinger (1950).<sup>1</sup> Researchers applied the theory in “Building Group Cohesion in the Workplace,” citing: “A cohesive work environment increases the likelihood of employee satisfaction and serves as an incentive for employees to arrive prepared and willing to conquer the tasks of the day.”<sup>2</sup>

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*Engagement matters ...  
your story matters.*

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

<sup>2</sup> Alexander, S. Alvarez, A; Butterfield, L.; Ridgeway, D (2009). “Building Group Cohesion in the Workplace” www.cpancf.com