



Pop-Up Storytelling for Organizations is an employee engagement program designed to:

- ✓ show employees that they are valued for their “whole self”
- ✓ enhance interactions among employees to promote collaboration
- ✓ inspire diversity and inclusion among all employees

How does **Pop-Up Storytelling for Organizations** work?

A *Pop-Up* coach assists employees with writing and presenting personal stories to colleagues 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 employees 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 group event or a recurring series.

Why is storytelling an engagement method?

Organizational storytelling is a disarming way to encourage staff to share their life experiences. 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).¹ 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.”²

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.*

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

The program name comes from the practice of retailers going directly to the people. We bring stories to the workplace with engagement as the goal.

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 or visit Cheryl Farrell Communications.

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

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

Internal Communications Consulting

As a communications strategist and writer, I design storytelling campaigns. I develop and execute programs with measurable outcomes to help organizations meet their objectives. Translating complex information is a specialty that makes messages accessible and actionable. —Cheryl Farrell

1. Employee Engagement

A. City of Hope

Communications campaign for third and fourth annual employee surveys—campaign design, intranet content, videos, newsletters, posters, flyers, emails, talking points, giveaways

B. RAND

Communications campaign for first annual employee survey—campaign design, intranet content, emails, podcasts, talking points, executive memos, posters, flyers

C. Southern California Edison

“SCE: Powered By Its People”—HR employee profiles edited and curated 240 sq. ft. wall exhibit for morale-building initiative during downsizing

2. Diversity and Inclusion

A. City of Hope

- i. Diversity Resource Group communications consultant—intranet content, posters, comms strategy seminar
- ii. Event planning—receptions, speakers series, festivals, conferences
- iii. Essay writing for employee recognition and nominations—internal and external

B. RAND

Diversity communications consultant—strategy and intranet content

C. Southern California Edison

Diversity communications consultant—strategy and intranet content; LGBTQ communications

D. Bank of America

“Faces of Diversity” campaign—internal messages, affinity group meeting coordination, video production, “tool kit” development to accompany internal training

E. Young Men of Color (LAUSD) Sexual Harassment Prevention Training: one-hour session at annual mentoring conference for high school seniors—PowerPoint, handouts, survey

Areas of Expertise

- Motivational speaker
- Executive communications
- Healthcare advocacy
- HR affinity campaigns
- Video production
- Cause marketing
- Audience analysis
- Speech writing
- Social media content

3. Healthcare Advocacy

A. City of Hope—Communications consultant for HR wellness programs (internally developed and vendor-created)

B. American Diabetes Association—spokesperson and [theme song](#) writer for Los Angeles walk; production and performance

C. Juvenile Diabetes Research Foundation “Promise to Remember”—song adaptation and [music video](#); spokesperson for fundraiser and diabetes awareness campaign

4. Internal Communications

A. Providence Holy Cross Medical Center

Heritage Wall 50th anniversary campaign—internal interviews and story writing for permanent 70 sq. ft. wall exhibit highlighting hospital's history

B. Employee Announcements

Enterprise-wide messages regarding new hires, employee departures, promotions, crisis communications, trustees updates, reorganizations—emails, intranet content, leadership talking points, PowerPoint

5. Leadership, Training, and Compliance

A. City of Hope

- i. "Leaderships Moments" executive messaging for employee awareness of diversity, [employee engagement](#), customer service, [intellectual curiosity](#)—five videos (2-3 minutes) featuring six executives; scripting, casting, budget oversight
- ii. Learning and Personal Development Week (LPDW)—campaign design and execution for annual enterprise-wide seminars (over 90 classes); designed seminar "Before You Hit Send" Effective Email Writing

B. RAND

- i. Hiring policies regarding former government employees—regulatory waiting period and disclosures
- ii. Employee hotline communications and compliance—podcasts, intranet content, flyers

C. Southern California Edison

- i. "Leaderships Moments" communications support for leadership assessment/training for managers—executive video segments, newsletter articles, Prezi
- ii. SCE Mentor Program: online training manual for mentor program—intranet content, copywriting, editing
- iii. "Edison Portal": communications to launch intranet learning tool for managers—multimedia resource for management, articles, videos, podcasts
- iv. Sexual Harassment Prevention Training: computer-based training for managers—strategy, producer and script-writer of CEO audio introduction
- v. Compliance communications for contractor hiring of post-retirement employees