WHO ARE YOU?

Corporate Story Informational Governance

17 October, Herman Dorgelo

Let’s take a walk first

- [http://www.youtube.com/watch?v=MnSlp76CvUI](http://www.youtube.com/watch?v=MnSlp76CvUI)
What is Johnnie telling us

• Identity is the keyword
• First who and than why, how and what
• Your identity, the who and why is at the heart of all decisions and choices
• Let people believe what you believe, than you make a difference

Is storytelling a hype?

• Dialogue within the communication profession
• Storytelling is the basis for content strategy
• Corporate story has to be authentic, fact based and behaviour in line with cs
• A buzzword?
• Show and prove
• Don’t only tell it
Let’s narrow it down to IG (next to Johnnie’s lessons)

• IG is of 1 of 7 strategic research themes
• To make a long story short: IG has a corporate story
• Internal & external focus, one starting point
• Focus, focus, focus
• Firm base
• Homework
• Tells us, what is your first feeling & experience

Tell us more, we want to learn

• Present corporate story not cast in stone
• It has to grow, first internal and then.....
• We start here tonight with 4 different perspectives
• 4 groups
  – Kids journal (tv) [link]
  – Youtube film [link] (Johnny W, live on stage)
  – Cabaret Act (lama’s) [link]
  – Argos (journalism research in science, radio) [link]