

WHO ARE YOU?

Corporate Story Informational Governance

17 October, Herman Dorgelo



www.shutterstock.com - 131096951



Let's take a walk first

- <http://www.youtube.com/watch?v=MnSlp76CvUI>

What is Johnnie telling us

- Identity is the keyword
- First who and then 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, then 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) <http://jeugdjournaal.nl/item/563235-nederland-weer-boos-op-rusland.html>
 - Youtube film (likewise Johnny W, live on stage)
 - Cabaret Act (lama's) <http://www.youtube.com/watch?v=VkgCLZl1LE>
 - Argos (journalism research in science, radio) <http://weblogs.vpro.nl/argos/>