

Dig for stories and win over your allies

The treasured asset of a good workshop

Workshops are a gold mine. The treasured assets are the stories within a company that staff recount some evenings over a glass of beer, or on company outings, but which normally appear nowhere in official business communication.

Why not? At the end of the day, its precisely these stories that make the company unique. Because these stories go round every company, but they are never the same. They are the brand histories.

We are always digging for such stories in workshops. And, in the process, we promote more from these days than just the stories themselves. We awaken pride within employees, who realise that it's not about selling a product. Not about providing a technical description of a technology. It's about highlighting their contribution, with which they have helped to make people's everyday lives easier, to solve problems and to shape the future.

In doing so, these workshops create something with which they usually hadn't expected beforehand. They become aware of how much they can identify with the brand, with the company.

It's fun to filter out these stories. It's fun to tell these stories. No longer in a workshop, but in communications. But that is exactly what makes workshops so unique. You have already won over the first target group. The internal target group, the employees, the influencers, to whom others listen. And that's not only fun, but it also makes sense. Not just for us. But also for employees. Above all for the company itself - and for its customers.

If one workshop is not enough for this purpose - we are happy to organise two. And for you too of course.

CHRISTOPH SIWEK

Group Head Text

christoph.siwek (at)schindlerparent.de