Brand storytelling vision 2021-2022

| APR | MAY | JUN | JUL | AUG | SEP | OCT | NOV | DEC | JAN | FEB | MAR |

Today

Q2 21
Assessment & Strategy

Q3 21
Architecture & Editorial

Q4 21
Implementation

Q1 22
Maintenance

Management

- Establish purpose, vision & goals
- Identify key stakeholders/engagement path
- Research/align with existing story programs
- Drive awareness/collaboration

- Mange flow/collaboration/traction
- Establish presence + boost engagement
- Share stories + pipeline
- Establish criteria for story formats

- Expand story curation to network of partners (internal + external)
- Create reporting dashboard + share performance

- Optimize story vision/goals based on enterprise content strategy
- Use data to determine format optimization approach

Strategy

- Identify storytelling drivers
- Build roadmap, tools, processes & structure
- Identify KPIs
- Identify delivery channels + key partnerships
- Plan for resources & budget

- Discover/define/design/develop/deploy
- Optimize process/execute on objectives
- Build performance reporting template
- Rollout across Providence/other
- Identify additional production needs

- Optimize digital story access points by region/service
- Evolve storytelling strategy in context of enterprise content model/strategy

- Marry storytelling program into content marketing strategy

Process

- Create workflow/requirements
- Convert interest to action/engage/create
- Identify new stories, repurpose, build hub
- Share & communicate with key partners

- Co-create story building process with regional stakeholders
- Grow story pipeline/manage hub
- Plan for external story pilot
- Socialize internally/nurture relationships

- Optimize story building processes
- Conduct stakeholder surveys (before/after)
- Launch external storytelling pilot
- Automate stories on SharePoint site

- Fine-tune story building processes based on 2022 marcomms plans

Stakeholders

- Project leads: Kelby/Simona
- ID/lock production partners
- Regional marketing/comms/Institutes
- Social/influencer/clinical/mission teams

- Optimize governance/notification processes
- Create plan for scaling story curation (broaden curation partners)

- Fine-tune/expand engagement with internal/external partners
- Celebrate wins & milestones

- Align on resources needed to sustain storytelling program

Story altitudes

Points of Light

Memorable moments and small gestures of caregivers' commitment to going above and beyond

Examples:
- Thursday Thoughts
- Coffee chats

Speed to market: 1-2 days

Educational

Relevant and clinically-backed insights and advice designed to keep people and communities healthy and well.

Examples:
- SME Live events
- Exec thought leadership
- Tips/tricks

Speed to market: 3-10 days

Conversational

Conversations that spotlight the humans behind the story, and bring to life a relatable narrative.

Examples:
- Organic interviews
- Patient experiences
- Innovative treatments

Speed to market: 3-10 days

Deep Dive

Holistic exploration of what medical excellence and compassionate care looks like and the impact on patient care.
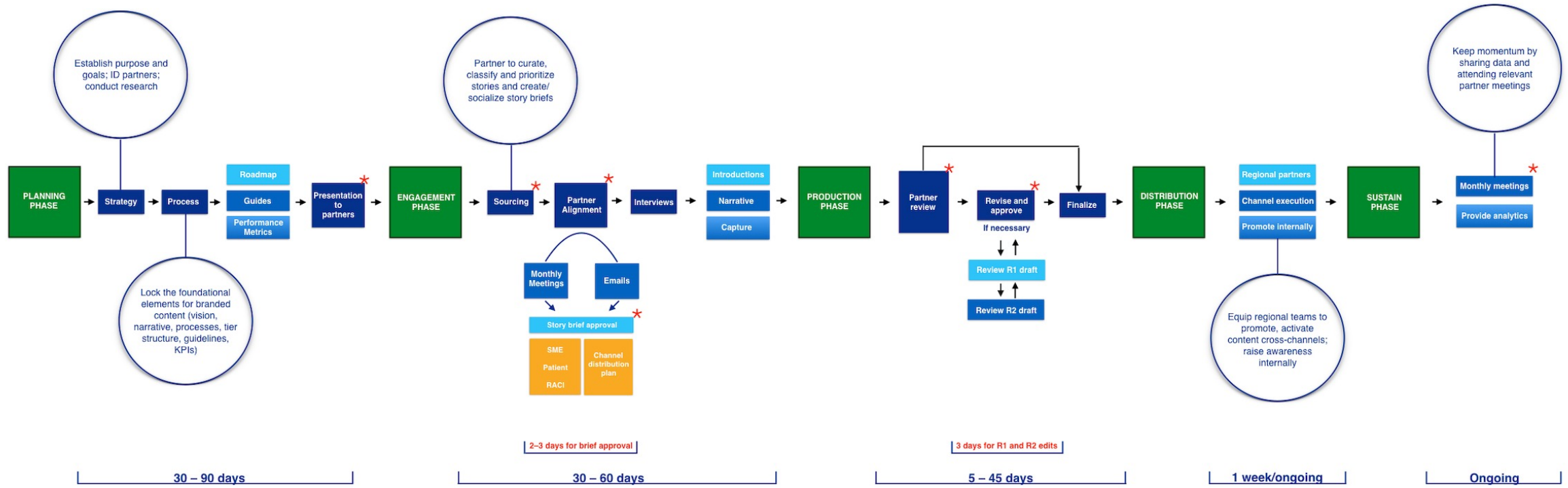
Examples:
- Documentaries
- Short stories

Speed to market: 30-60 days

Formats: Video | Podcast | Social Posts | Blogs | Email | Infographics | Images

Brand Affinity/Preference

Providence

Story building process

Establish purpose and goals; ID partners; conduct research

Partner to curate, classify and prioritize stories and create/ socialize story briefs

Keep momentum by sharing data and attending relevant partner meetings

Lock the foundational elements for branded content (vision, narrative, processes, tier structure, guidelines, KPIs)

Equip regional teams to promote, activate content cross-channels; raise awareness internally

PLANNING PHASE → Strategy → Process → Roadmap / Guides / Performance Metrics → Presentation to partners * → ENGAGEMENT PHASE → Sourcing * → Partner Alignment * → Interviews → Introductions / Narrative / Capture → PRODUCTION PHASE → Partner review * → Revise and approve * → Finalize → DISTRIBUTION PHASE → Regional partners / Channel execution / Promote internally → SUSTAIN PHASE → Monthly meetings * / Provide analytics

Monthly Meetings / Emails
Story brief approval *
SME / Patient / RACI / Channel distribution plan

Revise and approve
If necessary
Review R1 draft
Review R2 draft

2–3 days for brief approval

3 days for R1 and R2 edits

30 – 90 days | 30 – 60 days | 5 – 45 days | 1 week/ongoing | Ongoing

* Designates partner decision point