

Crafting Your Message

UNDERSTANDING &
COMMUNICATING WHAT
YOUR ORGANISATION IS
ABOUT



The Challenge

Physical company brochures have been superseded in the 21st century by website content and social media posts. These offer the advantage of immediacy and ability to utilise multiple channels to communicate. However, the dispersal of information in location and time can dilute the company message. Having clear themes and keywords that underpin the “company story” restores this coherence – guiding the language used. Consistent language in Web content and social media posts naturally assist in search engine optimisation and the communication of the unique selling points of the company. This can require a level of reflection that the day job often makes difficult. Without incurring great costs how would a small or medium sized enterprise develop their story and arrive at their key themes? This is where the “Crafting Your Message” workshop offers a different approach.

Our Approach

The approach has been developed by Gwyn Cole and Adam Hoare and is based on many years’ experience of developing companies and telling stories.

The Crafting Your Message Workshop

The workshop occupies a single day and begins at 9.30am. In the morning session, we explore your company’s products and services and the strategy you are pursuing in the market place. It is during this time that we will begin to pull together themes such as:

- How the company was started;
- In what sectors and industries, it competes;
- What the level of competition is in those sectors and industries;
- What its unique selling points are;
- How it currently communicates with customers – in both directions;
- What is the message the company wants to communicate to customers?

This session uses business strategy models and experience in organisational development to map out the current status. The goal of this session is to throw the net wide and to take in as much information as possible. The message will not be able to contain all of the elements discussed but their importance in the story is key.

A working lunch between 12.30 and 13.30 allows some reflection and discussion on the morning’s work.

The afternoon session brings together the business aspects of the morning discussion with the art and craft of storytelling to sift and refine the key messages and get to the heart of the story. In this session, we work on themes such as:

- In a busy world, why would anyone care about your message – what challenge are you overcoming;
- What are your key themes – this will provide a toolset of keywords to help communicate your message consistently;
- Work out the keywords that your online presence and website should be targeting;
- What in your story makes you unique? What makes it desirable?

We try to wrap up the afternoon session by 4.30pm but find that people often want to continue the discussion.



Gwyn Cole
FILMMAKER AND
STORYTELLER



Dr. Adam Hoare
EXECUTIVE
DIRECTOR OF
SOCIOTECHNICAL
SYSTEMS

Following a successful 18-year career in software engineering, Gwyn retrained in 2012 as a filmmaker and



storyteller. And despite the two fields being quite different, Gwyn's attention to detail and his ability in getting to the heart of the story remains the same. He has an undergraduate degree in Computing Science and gained his storytelling skills with a renowned film company in California. He founded *Still River Films* and continues to apply the core principles of story to communicate powerful messages for all his clients.

Dr. Adam Hoare has more than twenty-five years' experience in developing small and



medium sized enterprises across industries such as optical media, digital TV and health and social care. He currently is Executive Director of Sociotechnical Systems with The Bayswater Institute in London. Much of his current work focuses on how technology disrupts social systems and how this impacts on organisational change. He has undergraduate degrees in science and a Ph.D and MBA.

Outcomes of the Workshop

No two companies are the same. Each has a different history a different mix of people and different goals. Within a week of the workshop you will receive a report. The report will be a reflection on the engagement day and will therefore focus on the aspects of the information obtained that address your story. The goal of the report is to provide, from an outside perspective, where your organisation is providing a coherent story that can be communicated to your customers and the market. Hence the exact content will vary but the areas addressed will include:

- A review of the strategy being pursued within the current sector and industry and the organisational approach to addressing this;
- An overview of the company's competitive position;
- Based on the two points above a thematic analysis of the main components of the company story including a comprehensive set of keywords to inform the web-based approach;
- Recommendations for a strategy around written and video content to help engage customers with your story;
- An overview of the search engine optimisation approach to ensure that the website coherently reflects the message.
- A set of recommendations of how *Still River Films* and *The Bayswater Institute* can take this message forward with you.

Further Information

For Further Information Please Visit: The Bayswater Institute at: <https://www.bayswaterinst.org/>

More information about Adam:

<https://www.bayswaterinst.org/dr-adam-hoare/>

Still River Films is at:

<https://www.stillriverfilms.com/>

Example video work for Gwyn:

Films broadcast on the BBC nominated for a Royal Television Society Award for "Best Strand with in a News or Magazine Programme".
<https://www.stillriverfilms.com/projects/bbc-special-reports/>

Cost of the Workshop

The workshop costs £2000 + VAT plus travel expenses.