

 Metropolitan Group
 the power of voice

Model Employers: Telling Their Story

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Metropolitan Group crafts strategic and creative services that empower social purpose organizations to build a just and sustainable world.
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 Why Stories Matter

Storytelling:

- Illustrates the benefits of worksite wellness activities
- Models behavior to be replicated
- Provides examples of actions that can be taken
- Adds human interest appeal
- Shows that worksite wellness activities are becoming the norm
- Makes it real and relatable




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 Developing Your Story

Key elements:

- Opening
- Background
 - Who/what is my story about?
 - What are the background elements of my story that my audience needs to know?
- The Issue
 - What was the main need or problem?



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 Developing Your Story

Key elements (cont):

- The Solution
 - What were the steps taken to create the program?
- The Results
 - What is better/different now that our program is in place?
 - What were the financial and human results?
- The Takeaway
 - What can others take away from my story?



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 Your Story Bank

Why:


- Illustrate the depth and breadth of your worksite wellness initiatives
- Lift up the most compelling examples to be shared

How:

- Solicit stories
- Fully develop the best examples
- Develop a shared library of stories



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 **Sharing Your Stories**

Promote your stories through:

- Earned media
- Direct outreach
- Leveraged partner relationships
- Targeted presentations



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