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**NORTH ICELAND FOOD EXCELLENCE CASE STUDY**

**STORYTELLING TEMPLATE**

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| **Support material** | **Telling your food and drink story – step by step process** | **Your notes** |
| Slides 1-5 | Introductions and instructions |  |
| Slides 6-7 | **Step 1** – understanding the benefits of storytelling  Tick off the benefits as they apply to you:   * Brand building and brand development * Differentiation in the market – what makes you different/special * Builds customer loyalty – people want to come to you because of what they know about you/the product * Word of mouth marketing – your customers become your ambassadors – gives you unexpected reach * Repeat visits/purchases * Employee engagement – your staff know the story and purpose and it’s meaningful to them * Opportunity to innovate with little investment – stories don’t cost anything!! * Give your team, your suppliers and other business associates a reason to talk about you * Allows your visitors/customers to be part of your story – good engagement * Increase emotional engagement with your product * Your story has an authenticity |  |
| Slides 8-10 | **Step 2** –building your story with the GROW model  Read slides 8-10 to understand how the model works |  |
|  | Read slides 11 and 12 and watch the videos. Are Lily’s and Lynn’s stories similar to yours? |  |
|  | Read slide 13 and ask yourself the questions on slide 14 – these are repeated below for you to make notes.   1. Goal: What is your goal for your business and storytelling? What do you want to achieve? Take time to answer this question – and focus on the big picture of what you’d like to achieve; don’t think about any negatives. Let this answer be aspirational. 2. Reality: What have you done or tried already? Really take time to explore anything you have tried in the past. Did you pursue things? If not, why not? What happened? Don’t berate yourself! Just reflect on where you are and what you have done to date. Ask the question - what will happen if you *don’t* do some storytelling for your business? 3. Options: What options do you have open to you right now? Think about everything that you *could* do. Don’t censor yourself here; keep your mind and your options open. Generate at least three different options. Explore all the different options - which one is best? Which one is best for you right now? Think about the pros and the cons of your option. Test it out. Make sure it’s something you feel excited about – otherwise it won’t happen! 4. Will/Way forward: How motivated are you to do this? On a scale of 1-10 where 10 = Very Motivated and 1= Not at all……You need to have a score of at least 8 to know you a going to be bothered to do this! And what are your first steps? How much time can you allocate to this?   Write down your score, your first steps and commit to a period of time – even 1 hour a week is a great start. |  |
| Slide 15 | Now you should have a clearer idea of your vision and your plan to get there; this slide shows the stages in developing your story. |  |
| Slide 16 | Step 3 – who is the audience for my story?  Complete the table below to clarify who your audiences are   |  |  |  |  | | --- | --- | --- | --- | | **Customer** | **When they visit** | **Where are they from** | **Specific interests** | | **Foodies** |  |  |  | | **Culture seekers** |  |  |  | | **Business travellers** |  |  |  | | **Families** |  |  |  | | **Industry interest** |  |  |  | |  |  |  |  | |  |
| Slides 17-19 | **Step 4** developing your story and deciding key themes. Read the slides to understand story styles, themes and common ‘plots’. |  |
| Slides 20-23 | Read the slides with examples from Iceland; are there any similarities with your story? |  |
| Slides 24-34 | **Step 5** - where do I want to tell my story  Take a look at slides 24-34 and look at the examples of where and how businesses tell their story. Decide where you want to tell your story and how you’ll do it – make some notes below:  Online In print (menus/books/brochures)  In person Other |  |
| Slide 35 | **Step 6** – engaging people in my story. Who are my storytellers and what equipment, materials and other support do they need:  Me  My family    My team    My suppliers  My customers |  |
| Slide 36 | **Step 7** – evolving your story  Read the slide for guidance. Aim to come back to this template every 3-6 months to check in – is your storytelling still working and what needs to change? |  |
| Slides 37-40 | Writing your story and general tips  Further reading and useful links |  |