

Once upon a time...
4 steps to use in telling a story in the grown-up world

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We liked to hear stories when we were kids. My favorite was Hansel and Gretel (and not just because I was known as "Gretel" in some circles).

In our grown-up world, we can use a case study to tell a story.

Lots is written about the idea that hearing stories in a business setting can help people learn and gain insights into a particular topic. A good article about the [power of storytelling](#) appeared on the Internet recently. It talked about storytelling as a way to "build strong relationships with your clients and customers and to transform them into strong loyal advocates of your brand."

Case studies are employed to help people understand an issue, make a decision, solve a problem, or all of the above. They are short - about a page long - and explore or explain something in the real world.

A case study is an efficient way to put together a story that illustrates the benefits of a particular service, product, or program. It can provide technical background to non-technical people. And, it illustrates the ways in which your organization is a leader in a particular niche area.

I typically use a four-step process to put a case study together:

1. Provide background information
2. Identify the topic/problem
3. Illustrate the solution
4. Report the results or conclusion

Using a case study is a nicely structured way to help you put together an interesting "Once upon a time..." story that even grown-ups will want to read.

Questions? Need some examples? Have any good stories to tell? Please contact me.

All the best,

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