



PINNACLE COMMUNICATIONS GROUP



STRATEGIC STORYTELLING

For Higher Education

pincommunications.com

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Higher Education's Rich Environment for Storytelling

Few arenas touch people's lives so directly, in so many different ways, across the spans of lifetimes.

The stories defining these experiences shape a school's image, born from a vast global matrix of students, faculty, alumni, parents, and more.

The greatest stories often go unnoticed because they are lost in the cloud of campus routines.



Strategic Storytelling

Strategic storytelling is the **purposeful** identification and alignment of stories around a common objective. Everything you say and do is deliberately structured to positively promote your narrative.

The narrative is a sum of all the stories, defining **what** you do, **how**, and **why** you do it.

Strategic Storytelling strives to illustrate thought leadership with **timely**, **actionable**, and **meaningful** examples of why your work matters to the stakeholders that matter to you.

Through Strategic Storytelling, thought leadership is the key to awareness, engagement, and growth.



What, How, Why?

What - Go deeper than the physically apparent. Identify the experiential vision of what someone sees you doing.

How - In what ways are your techniques different or better than others that have come before you.

Why - Understand the different levels of your motivation. There is a *why* behind everything you do.



Timely, Actionable, Meaningful

Timely, actionable, and meaningful story elements are often interchangeable and intertwined.

Timely - Apply your knowledge and expertise to discussions of immediate public interest, or by recognizing historical and operational anniversaries.

Actionable - Use language that spurs engagement.

Meaningful - Make people care. Leverage topics that resonate and speak in positive, solution-focused language that illustrates how your expertise is bettering lives.



Be Positive, Always

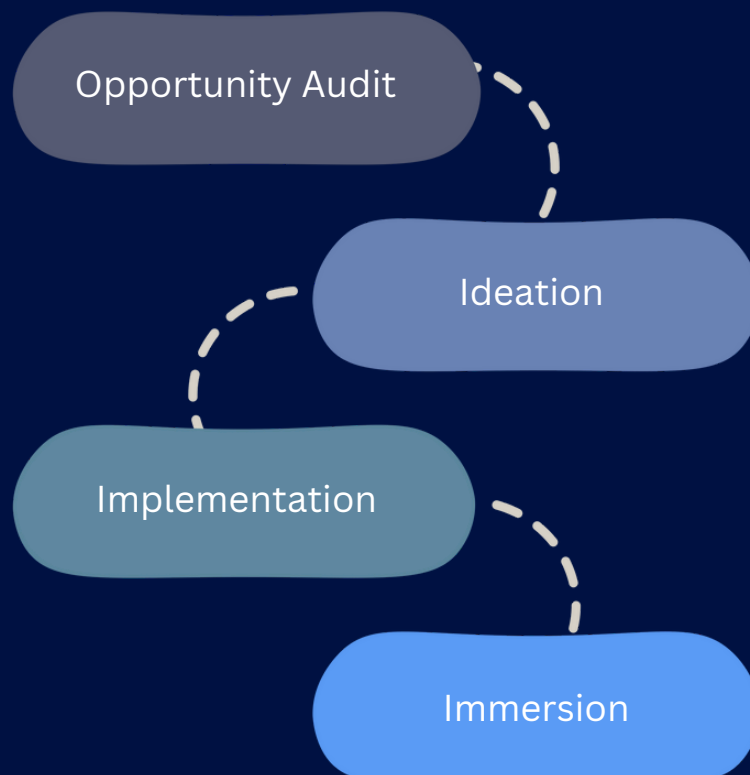
Strategic Storytelling is positive. No matter how complicated the topic, positivity is always possible. Focus your talking points on how your institutional thought leadership offers solutions, and never assign blame.

Strategic Storytelling opens doors where **every interaction is an opportunity.**



The Pinnacle Pathway

The Pinnacle Pathway is a roadmap for strategic storytelling - an imaginative journey that identifies your stories, bringing your institution's narrative to life.





1

Opportunity Audit

The first step on the Pinacle Pathway is a unique, interactive brainstorm that brings to life the **why** in everything you do.

Your **why** is your story. The Opportunity Audit brings your team together to talk about **what** you do, **how**, and **why** you do it in ways that will change the way you see your work.

“

There's a why behind everything you do.

Tell your story.

”



2

Ideation

Pinnacle takes everything learned in the Opportunity Audit and creates a calendar of moments to tell your story.

We do this by identifying vehicles specific to your knowledge and expertise and by connecting your brilliance to current events.

3 Keys to Pinnacle
Storytelling.

**Timely, Actionable,
and Meaningful.**



3

Implementation

Your narrative comes to life. We tell your story by leveraging the moments created for you. Building powerful calls-to-action that position your institution as a thought leader in the arenas that define who you are.

“
The world is evolving
around you.

Use this to **tell your
story.**

”

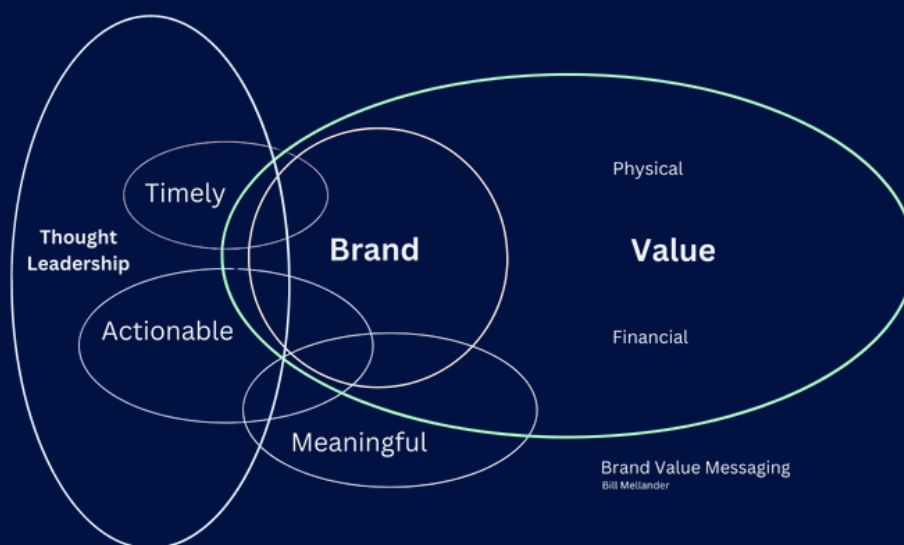


4

Immersion

You plug into the full suite of Pinnacle services. Ideation is a continual process. New opportunities arise daily, creating new moments for your story to be told. Storytelling is a living process.

Pinnacle's Brand Value Vision





Ideas in action

A healthcare company was stuck with a warehouse full of surgical masks after COVID-19.

We arranged the donation and delivery of 375,000 masks to war-torn Ukraine. **The company got a big tax deduction and extensive positive media coverage.**

A university wanted to promote its disaster preparedness research.

We identified that two of the most destructive quakes in World history happened on the same day in different years. **Earthquake Resilience Day was born.**

A manufacturer wanted to build awareness of their RFID barcode scanning product.

In their Opportunity Audit, it was mentioned that the product's one millionth scan should be happening soon. **We created a campaign around that scan. They landed a feature in Electronics Weekly.**



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