



PINNACLE COMMUNICATIONS GROUP



# STRATEGIC STORYTELLING

[pincommunications.com](http://pincommunications.com)

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EVERY INTERACTION IS  
AN OPPORTUNITY.





## 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.

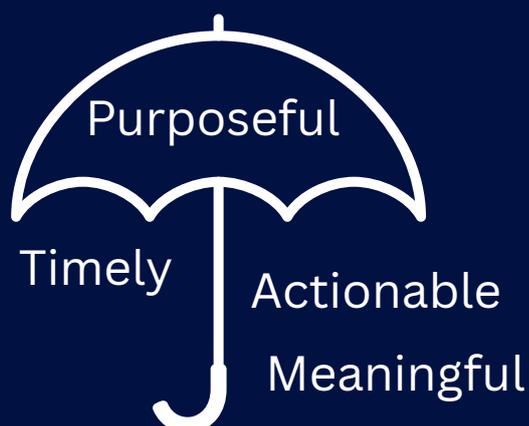
Strategic Storytelling strives to illustrate thought leadership with timely, actionable, and meaningful examples of why your work matters to the stakeholders that matter to you.



## Perspective

Pinnacle Communications Group gives you a uniquely creative outside perspective that brings your narrative to life.

Together, we'll identify **timely, actionable** stories that are **meaningful** to your stakeholders - using the everyday aspects of your work to create powerful calls to action.





## 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

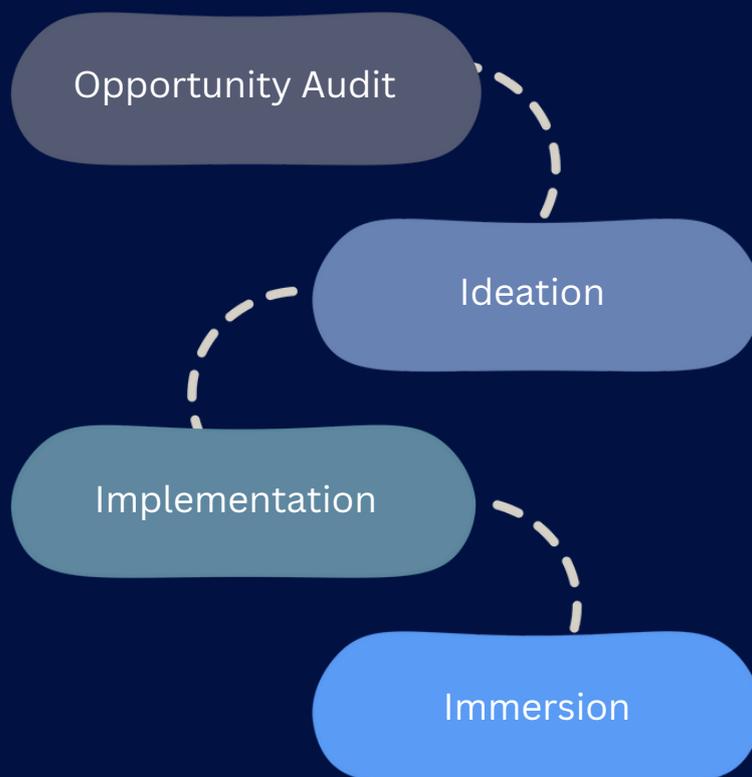
Strategic Storytelling is positive. No matter how complicated the topic, positivity is always possible. Focus your talking points on how your institutional thought leadership offers solutions, and never assign blame.

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 narrative to life.





1

## Opportunity Audit

The first step on the Pinnacle Pathway - 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.

“  
There’s a why behind  
everything you do.

**Tell your story.**

”



## 2

## Ideation

Pinnacle takes everything learned in the Opportunity Audit and finds opportunities in your stakeholder universe - creating a calendar of moments to tell your story.

We do this by creating opportunities 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 organization as a thought leader in the arenas that define who you are.

“

The world is evolving around you.

Use this to **tell your story.**

”

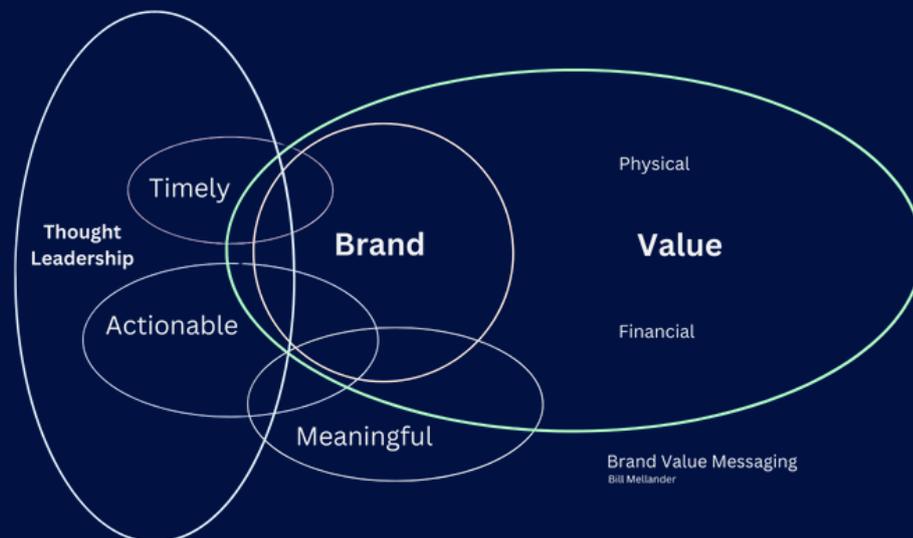


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## Immersion

You plug into the full suite of Pinnacle services. The pathway is infinite. 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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