

Use storytelling to engage employees in HR topics

3 ways to bring content to life



Let's be honest: HR topics aren't the most interesting. As communicators, it is our job to create communication that employees will interact with, as HR communication usually includes information employees need or an action they need to take. An effective way to get employees engaged is to tell a story.

How do you incorporate storytelling into HR topics like compensation, benefits and wellness?

CREATE FICTIONAL CHARACTERS

Establish characters with attributes that employees can relate to.

Example: Your pharmaceutical company has introduced a new compensation for sales employees that includes a yearly trip.



Francine is always a hard worker and aims to go above and beyond. She sold 100 more units above her goal and won the Big Award, including a trip to Bermuda.



Harvey does enough to get by. He will not win the Big Award and will have to hear about Francine's trip.

DEVELOP SCENARIOS

Create profiles with personalities, traits and jobs that are similar to employees around the company.

Example: Your company has employees across many functions. You could create one profile per function (office, manufacturing, field, etc.). You've launched new health insurance plans and need to explain what type of employee would choose each.



Clyde

- Single, active, fun
- Rarely goes to the doctor
- Works in headquarters
- Chooses the low-budget plan to save money for cool clothes and concert tickets



Olivia

- Married with two kids
- Wife and kids are all dependents
- Works in field sales
- Chooses the high deductible plan with health savings account

GATHER TESTIMONIALS

Ask employees to share stories in their own words about how a program helped them.

Example: Your company has a wellness program that doesn't get enough participation. You ask employees who take advantage of the benefits.



"I went for my free annual checkup, and found that I'm at risk for diabetes. The company already had a health system set up that included walking competitions and nutritious eating suggestions that helped me decrease the diabetes risk."

– Roger from finance



"After completing the requirements in the wellness program, I received a \$500 check from the company to apply to my health insurance."

– Mariana from manufacturing