

COMMUNICATON ANALYSIS OUTLINE

- I. Introduction: Purpose and Context of report
- II. Background on the organization: (What they do; key messages)
- III. Communication: Web and Social Media
 - a. Their goals and concerns, their assessment of their strengths and weaknesses.
 - b. Your analysis of their strengths and weaknesses
- IV. Use of Storytelling (Effective/Ineffective)
 - a. How could storytelling be used more effectively?
- V. Use of Visuals (Effective/Ineffective)
 - a. How could visuals be used more effectively?
- VI. Overall Recommendations

TEACHING RESOURCES (All available on-line):

Swallow, E., (2015). The art of business storytelling. *American Express Open Forum*.

McLellan, H., (2006). Corporate storytelling perspectives. *Journal for Quality and Participation*.

Gallo, C., (2014). Steve Jobs revolutionizes the art of corporate storytelling. *Forbes*.

Aaker, J. (2013). Harnessing the Power of Stories (video), *Stanford Graduate School of Business*.