



# The Art of Storytelling

March 2025

IEEI (Key)

Strategy Dad LLC



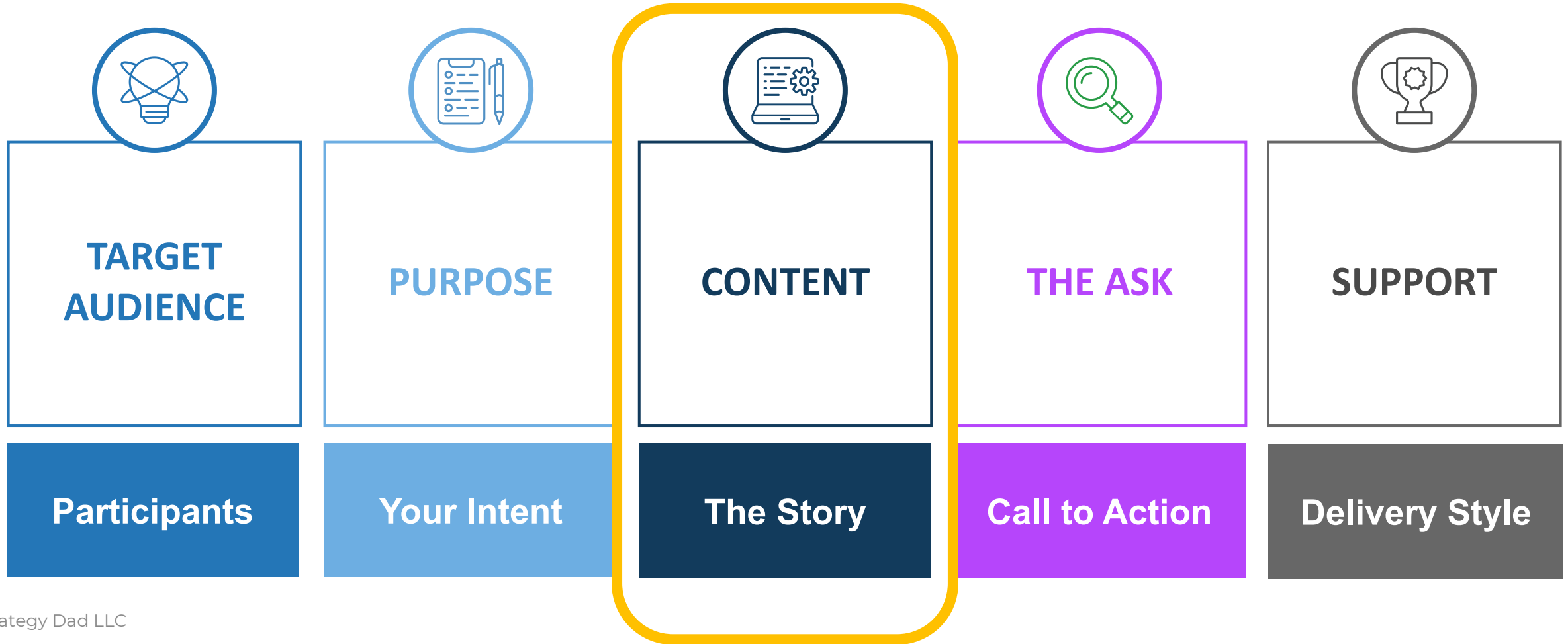
# EXERCISE



All models are wrong,  
but some are useful.

-George Box

# Presentation Framework



Stories are the currency of  
communication.

-A.C. Chan

# Why stories?

# EXERCISE







**S. P. A. R.**

**S**ituation

**P**roblem

**A**ction

**R**esult

# EXERCISE

Biggest success story?

# Q & A

# DEBRIEF

# Thank you!

Community  
**FOUNDATION**  
*for* Northeast Georgia  
Connecting People who Care with Causes that Matter

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### Paradigm Shift

FROM EMPLOYEE ENGAGEMENT TO LEADERSHIP EMPOWERMENT STRATEGY

<b>FRAGMENTED EMPLOYEE ENGAGEMENT ACTIVITY</b> <ul style="list-style-type: none"><li>Annual surveys</li><li>Discrete participation</li><li>Discrete engagement tactics</li><li>Formal engagement-level review plans</li></ul>	<b>RECALIBRATING EMPLOYMENT PURPOSE</b> <p>Progressive companies are redefining engagement's purpose from driving an order-based to driving trust, leadership and transparent communications</p> <ul style="list-style-type: none"><li>Direct ownership</li><li>Performance accountability</li></ul>	<b>RECALIBRATING EMPLOYMENT CADENCE</b> <p>Progressive companies are shifting cadence from rigid, annual cycles and scheduled pulses to "just in time" sensing and responding</p> <ul style="list-style-type: none"><li>Formal review tools &amp; platforms</li><li>Individual conversations</li><li>Organic coaching</li><li>Aligning engagement efforts to strategic objectives</li></ul>	<b>RECALIBRATING EMPLOYMENT FOCUS</b> <p>Progressive companies are adjusting their focus from engagement level level metrics to multi-level views of engagement that create opportunities for individualized responses to engagement opportunities</p> <ul style="list-style-type: none"><li>AI/ML</li><li>Mass customized solutions</li><li>Team experience (networks)</li></ul>	<b>INTEGRATED LEADERSHIP EMPOWERMENT</b> <ul style="list-style-type: none"><li>Multi-modal outreach</li><li>Targeted assessment</li><li>Business-aligned engagement tactics</li><li>Shared ownership</li></ul>
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