

SHSMD 2019 SHSMD ADVANCE™ Credential: Effective Storytelling in Healthcare Online Course Outline

Monday, January 28-March 15, 2019

All live webcasts are recorded and available to listen on demand

Module 1: Why Tell Stories

Webinar: Tuesday, January 29 from Noon-1pm CENTRAL

Presenters: Mark Baas and Amy Shepard, Baas Creative

Understanding the science of Storytelling and Human Connection. Finding yourself in the story.

- My History: 2nd Grade
- The Brain: Oxytocin Study
- Example: Apollo 13
- Unprecedented times
 - relationships with brands
 - confusing the characters
- 2 Case Studies
- Every social movement has a story
 - stories connect us powerfully
- Every relationship has a story
 - So what does this mean for us?
 - story culture
 - story capture
 - The spin is spun
 - authenticity wins
 - consistency wins
 - lies are exhausting
 - the truth is easy
- There is power in telling
 - PTSD
 - Ruthless curator

Module 2: Strategy for Stories

Webinar: Tuesday, February 5 from Noon-1pm CENTRAL

Presenters: Mark Baas and Amy Shepard, Baas Creative

Building your brand narrative. Building your story based on your organization's internal and external behavioral change model

- Strategic Storytelling: Aligning Business Strategy with Story
- What are Your Stories Saying about Your Brand?
- Finding Your Audience: Who is listening?
- Not All Stories Are Equal: What Stories Do You Want Others to Tell?
- The Story Landscape: Where Will Your Stories Live?

Module 3: Telling Stories Learning and understanding the narrative arc and development. What influences storytelling?

Webinar: Monday, February 11 from Noon-1pm CENTRAL

Presenters: Mark Baas and Amy Shepard, Baas Creative

- A practical guide to telling compelling stories for your organization.
- A Simple Guide to Structure: How to Develop a Compelling Narrative Arc
- How to Position Your Customer as the Hero, and Your Brand as the Guide\
- Why Choosing a Great Character is Vital
- How to Build Tension: Embrace Conflict in Your Story
- Practical Tips to Leverage Empathy to Conduct a Great Interview
- The Post-Production Litmus Test: What's Going to Happen Next?
- Video examples: in and out of industry
- Storytelling resources

Module 4: Activating stories

Webinar: Tuesday, February 26 from noon-1pm CENTRAL

Presenter: Patti Bridge, Laughlin Constable

- Module 1-3 recap
- Bridging Worlds Reference
- Storytelling in Healthcare
- Finding stories
- Creating a "story" culture
- Story evaluation / criteria
- Legal considerations
- Story activation
- Paid, earned and owned channels
- Digital
- Social activation
- Creating ambassadors
- Key takeaways

Module 5: Measurement / Creative

Webinar: Tuesday, March 5 from noon-1pm CENTRAL

Presenter: Patti Bridge, Laughlin Constable

- Measurement for storytelling
- Stories well told (examples of good storytelling in and outside healthcare)

Module 6. Case Histories / Q&A

Week of March 11 (Date/Time to be confirmed)

Panel of three healthcare providers will share how they have used storytelling, how it's helped their brand, and what they've learned.

Course/Credential Requirements:

The credential holder demonstrates their knowledge through successfully passing a final exam. Additional criteria required to earn the certificate include:

- Viewing a minimum of 6 hours of online presentations
- Successful completion of the final exam covering the content of the five modules with a passing score of 70%
- Active participation in required discussion board assignments
- Completion of any additional readings/assignments required by faculty