



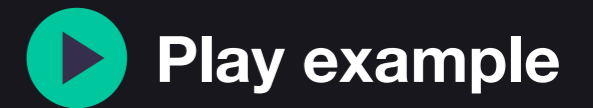
# 1. Person in focus

The idea is to focus on the person first, with the organizational connection as a secondary point.

You start with a headline and short introduction to set the stage for why this person – and the short story they have – is relevant for your organization.

The goal is to project some personal experience or quality onto the organization.

# Person in focus



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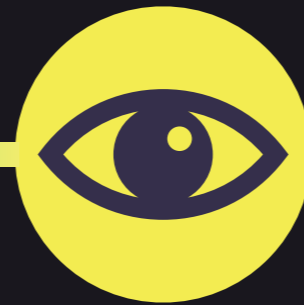


## Story Basics

**The idea of the** "Person in Focus" format is to elevate a person that fulfills a few things – maybe not all of these, but a couple of them. This person should:

1. be able to tell a relevant story about the business that your organization is conducting
2. be a person that the viewer can identify with and feel empathy and respect for
3. be an excellent ambassador for your brand, your mission, or your vision
4. be a generally exciting person whose individual qualities reflects positively on the organization

Such a person will – in quote form – answer an implicit or explicit question.



## Where to find it?

**Finding these types** of stories is something you can do "in bulk," creating a list to work from, either in individual exercise or in a group setting. It boils down to keeping a list of people you want to see as ambassadors for your organization and then working off that list.

These people exist on all levels of your organization, not just the c-level, so look for them everywhere – and make it very clear that you want to light up all the corners of the matrix.

Make sure you are focused on representation and instead filter out people who are too stereotypical.

Then it's just a matter of prioritization and moving into production – and that will yield you content to go around for quite some time.



## How to produce it!


**There are two distinct ways** to address this task – with dramatically different implications on cost and scope. But it is a case of horses for courses; different methods suit different people.

In short, though, you can either:

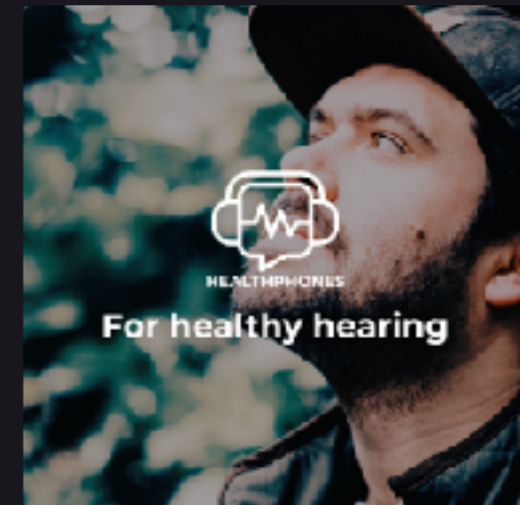
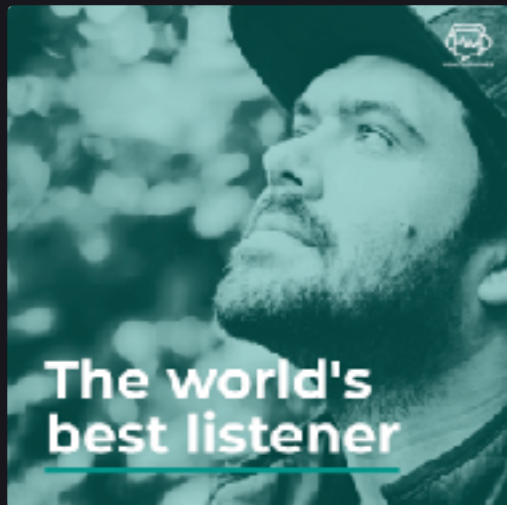
- Do these interviews purely digital on mail, Teams, Slack, or whatever technology you use. In this case, you will use pre-determined questions and also ask the interviewee to provide you with images or videos. You could even go so far as to have simple forms, such as Google Sheets, for this. If you have good enough communication beforehand, this will yield perfectly good results.
- Or, you can let someone from your communications department do these interviews in person – where you both write the story in full and make sure that you get images or videos. The downside to this is the time and effort it takes, but the upside is consistent quality and perhaps also a positive effect from actually taking the time to do the work.

Regardless of the method – this is a perfectly suited format for production in advance so that you have a number of these lined up and ready to go.

# Person in focus

 Play example

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## The "person who..."

An excellent way to write the headline is to use phrases like "the woman/man who..." or use references to popular culture, which could be "Wonder Woman" or "Iron Man." These headlines create this "hero" imagery we want – and they function well for moving the viewer into the place we need them to be.

## Personal Quote

This quote should – because you have primed the question like that – connect that personal experience or trait to what this person is doing today. The emphasis should be on the person – but we would need them to tie it back together in the form of "..., and that helps when [doing my profession]".

## Bridge Introduction

Place the connection between the person and organization by telling how their traits are relevant. It could be in the form of "When [doing this that is part of their job] it pays off to [have this experience/trait]." That will be the segue into their quote.

## Personal Details

Be sure to make the most out of this attribution. Mention where they work and what they do in as much detail as possible.

## Outro with message

Use a standard payoff/slogan or connect it to the script. That is very much a question from case to case.