

STATE OF THE FIELD REPORT

ON INNOVATION STORYTELLING

POWERED BY



& **[Un]told**

Meet the Research Team



Katie Trauth Taylor, PhD
PI, CEO
Untold Content



Stephen Taylor, PhD
COO/CIO
Untold Content



Catherine O'Shea
Operations Director
Untold Content



Alicia Surrao, PhD
Creative Director
Untold Content



Kendall Leon, PhD
Senior Content Strategist
Untold Content



Bill Holman
UX Strategist
Skiplist



Sarah Grunkemeyer
Research Assistant
Untold Content



Champions

Key Research Questions

- How does storytelling contribute to innovation objectives?
- How effective are organizations at innovation storytelling?
- What is the value, impact, and ROI of innovation storytelling?
- What resources, systems, technologies and rituals do innovation teams utilize to solicit, collect, analyze, and circulate innovation stories?

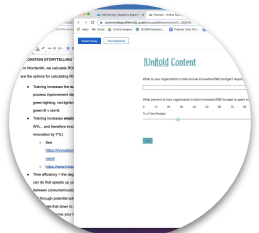


A woman with long, curly dark hair and glasses is smiling while looking at a tablet computer. She is sitting at a wooden desk in what appears to be a workshop or office environment. The background is slightly blurred, showing other people and equipment. The entire image has a teal color overlay.

METHODOLOGY

How are we studying innovation storytelling?

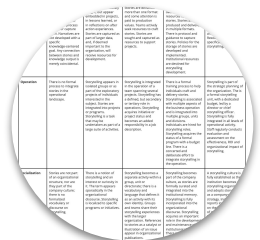
Methods, Insights, & Outputs



Mixed Methods Survey



Insights on Value & Impact



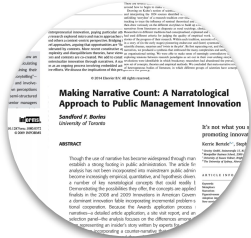
Maturity Model



Thought Leader Interviews



Expanding Toolkit



Literature Reviews



Insights on Processes & Systems



Tech-Enabled Processes



METHODS

Literature Review + 100 Interviews + Mixed Methods Survey



METHODOLOGY

Untold conducted 100 interviews (40-60 mins in length) with global innovation leaders, then circulated a mixed methods survey to ~400 members of the innovation community.



RECRUITMENT

Diverse members of the innovation community were recruited for the survey and interviews through social media and direct outreach/distribution.



PARTICIPANTS

145 individuals participated in our mixed methods survey. Population demographics are provided later in the presentation.

Literature Reviews

Contextualizing entrepreneurial innovation: A narrative perspective

Raghu Garud^{a,*,} Joel Gehman^{b,} Antonio Paco Giuliani^c

^aSmell College of Business, Pennsylvania State University, United States

^bAlberta School of Business, University of Alberta, Canada

^cCollege of Business Administration, University of Illinois at Chicago, United States

The role of storytelling in the innovation process

Natalya Sergeeva^{a,1} | Anna Trifilova^{2,3}

¹Bartlett School of Construction and Project Management, University College London, UK

²Exeter Business School, University of Exeter, UK

³St. Petersburg University, Russia

Correspondence

Natalya Sergeeva, Bartlett School of Construction and Project Management, University College London, Gower Street, London WC1E 6BT, UK. Email: n.sergeeva@ucl.ac.uk

Funding information

In this article we explore a key challenge in the innovation process around how an innovation might be articulated and communicated in organizations. Articulating innovative ideas, refining them, drawing others into the vision and gaining their support is a key part of this process. It is essentially a process of “storytelling”—constructing and sharing stories that reflect on personal experiences and involvement in the innovation process. This paper is based on managers’ own perceptions about storytelling throughout the innovation process. Twenty-nine semi-structured interviews were conducted with innovation managers and other senior managers

Organization Science

Vol. 20, No. 1, January–February 2009, pp. 107–117
ISSN 1047-7039 | ISSN 1526-5455 (09) 2001 | 0107

INFORMS

doi:10.1287/orsc.1080.0372
© 2009 INFORMS

The Role of Narratives in Sustaining Organizational Innovation

Caroline A. Bartel

McCombs School of Business, University of Texas at Austin, Austin, Texas 78712, caroline.bartel@mccombs.utexas.edu

Raghu Garud

Smell College of Business, Pennsylvania State University, University Park, Pennsylvania 16802, rgarud@psu.edu

Sustaining innovation is a vital yet difficult task. Innovation requires the coordinated efforts of many actors to facilitate (1) the recombination of ideas to generate novelty, (2) real-time problem solving, and (3) linkages between present innovation efforts with past experiences and future aspirations. We propose that innovation narratives are cultural mechanisms that address these coordination requirements by enabling translation. Specifically, innovation narratives are powerful mechanisms for translating ideas across the organization so that they are comprehensible and appear legitimate to others. Narratives also enable people to translate emergent situations that are ambiguous or equivocal so as to promote real-time problem solving. With their accumulation, innovation narratives provide a generative memory for organizations that enable people to translate ideas accumulated from particular instances of past innovation to inform current and future efforts.

Key words: innovation; narratives; coordination; organizational culture
History: Published online in *Articles in Advance* August 8, 2008.

Innovation is an important source of growth for many organizations. Yet, sustaining innovation is not easy. The innovation process is multifaceted, encompassing the

adjustment. Other research has identified cross-functional teams (Dougherty 1992), integration teams (Iansiti 1998), and overlapping development phases (Nonaka and

Storylines of research in diffusion of innovation: a meta-narrative approach to systematic review

Trisha Greenhalgh^{a,*,} Glenn Robert^{b,} Fraser Macfarlane^{c,} Paul Bate^{b,} Olympia Kyriakidou^{d,} Richard Peacock^d

^aDepartment of Primary Care and Population Sciences, University College London, London N19 5LW, UK

^bCentre for Health Informatics and Multiprofessional Education, University College London, London N19 5LW, UK

^cSchool of Management, University of Surrey, Guildford GU2 7XH, UK

^dArchway Healthcare Library, Highbury Hill, London N19 5LW, UK

Available online 26 January 2005

Abstract

Producing literature reviews of complex evidence for policymaking questions is a challenging methodological area. There are several established and emerging approaches to such reviews, but unanswered questions remain, especially around how to begin to make sense of large data sets drawn from heterogeneous sources.

Drawing on Kuhn's notion of scientific paradigms, we developed a new method—meta-narrative review—for sorting and interpreting the 1024 sources identified in our exploratory searches. We took as our initial unit of analysis the unfolding “storyline” of a research tradition over time. We mapped these storylines by using both electronic and manual tracking to trace the influence of seminal theoretical and empirical work on subsequent research within a tradition. We then drew variously on the different storylines to build up a rich picture of our field of study. We identified 13 key meta-narratives from literatures as disparate as rural sociology, clinical epidemiology, marketing and organizational studies.

Researchers in different traditions had conceptualized, explained and investigated diffusion of innovations differently and had used different criteria for judging the quality of empirical work. Moreover, they told very different over-arching stories of the progress of their research. Within each tradition, accounts of research depicted human characters embedded in a story of (in the early stages) pioneering endeavour and (later) systematic puzzle-solving, variously embellished with scientific dramas, surprises and “twists in the plot”. By first separating out, and then drawing together, these different meta-narratives, we produced a synthesis that embraced the many complexities and ambiguities of “diffusion of innovations” in an organizational setting. We were able to make sense of seemingly contradictory data by systematically exposing and exploring tensions between research paradigms as set out in their over-arching storylines. In some traditions, scientific revolutions were identifiable in which breakaway researchers had abandoned the prevailing paradigm and introduced a new set of concepts, theories and empirical methods. We concluded that meta-narrative review adds value to the synthesis of heterogeneous bodies of literature, in which different groups of scientists have conceptualized and investigated the

© 2014 Elsevier B.V. All rights reserved.

Sandford F. Borins
University of Toronto

ABSTRACT

Though the use of narrative has become widespread through marketing to establish a strong footing in public administration. The article first analyzes has not been incorporated into mainstream public administration become increasingly empirical, quantitative, and hypothesis driven a number of key narratological concepts that could readily demonstrate the possibilities they offer, the concepts are applied finalists in the 2008 and 2009 Innovations in American Government a dominant innovation fable incorporating incremental problem-solving cooperation. Because the Awards application process narratives—a detailed article application, a site visit report, and an selection panel—the analysis focuses on the differences among them representing an insider's story written by experts for an expert report often incorporating a counter-narrative that points out the conflicts or uncertainties, and the oral presentation functioning directed at a generalist audience. The article concludes with narratological research about public management innovation, taking application form to the Innovation Awards that was designed to elicit More generally, it raises possibilities for public administration narratological concepts and methods into their research.

A method for capturing innovation features using group storytelling

Rafael Escalioni, Vanessa Braganholo^a, Marcos R.S. Borges

Programa de Pós-Graduação em Informática, Universidade Federal do Rio de Janeiro (UFRRJ), Brazil

ARTICLE INFO

Keywords:
Innovation
Group storytelling
Organizational culture

ABSTRACT

Innovation is the fundamental source of value creation in organizations. Despite its importance, many companies fail to operationalize the innovation process. The innovation process depends on a complex combination of factors related to organizational cultures, which are not easily identified. This paper proposes a collaborative method to identify innovation factors from a successful project that led to innovation. Our method uses group storytelling to capture, organize, and share organizational knowledge. We then use a set of innovation indicators to extract collaboratively innovation features from the gathered knowledge. The method has been applied to a real project and generated a set of indicators to management.

© 2010 Elsevier Ltd. All rights reserved.

1. Introduction

The dynamics of changes on the environment can lead organizations to technological obsolescence and can motivate the emergence of new competitors able to threaten the market positions of established corporations. In this scenario, the search for new business opportunities is a matter of survival. Organizations have been focusing on innovation as a way to improve the quality of products and services, pointing to new practices and business opportunities. Innovation is certainly an important enabler of competitive advantage (Drucker, 2006, chap. 2).

Despite the pressure to promote innovation, few companies have managed to systematize the process of innovation, making it feasible and most important, replicable. An innovation process depends on many aspects and needs an adequate environment to happen. Among these aspects, we identify the organizing process of cultural knowledge, which governs the way in which the company

future replication. This task, however, is not straightforward. As a way to overcome the difficulties in identifying the activities that comprise the innovation process, we propose a collaborative approach to recall attitudes and situations where innovation has played a relevant role (Escalioni, Braganholo, & Borges, 2009). The approach is based on group storytelling, in which process participants report their activities by means of collective stories. The main idea is to capture reports of experiences of innovations that occurred in the organization, so that this knowledge could be used to promote innovation in future projects of the organization. In this paper, we extend the ideas of our previous work (Escalioni et al., 2009) to formally present a method to capture innovation features. We describe a real case study where our method makes use of a group storytelling approach to capture the collaborative aspects of our tool. The tool supports all phases of the process, including the gathering of knowledge and improvements of its outcomes by participants.

Design and Innovation through Storytelling

Sara L. Beckman
Hasso School of Business,
University of California, Berkeley

Michael Barry
Hasso Plattner Institute of Design
Stanford University, Stanford
Founder, Point Forward, Redwood City

Making Narrative Count: A Narratological Approach to Public Management Innovation

It's not what you say, it's the way you say it! Effective message styles for promoting innovative new services*

Kerrie Bertele^{a,*,} Stephanie Feiereisen^{b,} Chris Storey^{c,} Tom van Laer^d

^aGravity GmbH, Steinerstraße 15, 81366 München, Germany

^bMonspellier Business School, 2300 Avenue des Moulins, 34080 Montpellier, France

^cUniversity of Sussex Palmer, Brighton BN1 9RH, UK

^dThe University of Sydney, Abercrombie Building (170), NSW 2006, Australia

ARTICLE INFO

Keywords:
Metaphors
Narratives
Figurativeness
Adoption intentions
New services

ABSTRACT

While innovations are critical to firms' long-term survival, they have a high failure rate. Identifying the factors that encourage consumer adoption of innovations is therefore essential for the successful management of new products and services. While prior research suggests that two message styles (i.e., metaphors and narratives) can help convey the benefits of new services, extant scholarly work has not examined which style increases adoption intentions to a greater extent. Study 1 demonstrates that metaphors enhance adoption intentions more than narratives for incrementally new services (INS) but not for really new services (RNS). Study 2 shows that low-figurativeness metaphors enhance adoption intentions more than high-figurativeness metaphors for INS but not for RNS and that consumers' negative cognitive responses underlie this effect. These findings have important implications for theory and practice.

1. Introduction

Although innovation is critical to firms' long-term survival, research shows that most innovations fail from consumers' resistance (Heidenreich & Kraemer, 2016) stemming from their uncertainties about the benefits of innovations and their reluctance to learn about them (Hoefler, 2003). Identifying the factors that enhance consumer adoption intentions toward innovations is therefore critical to the successful management of new products and services (Ma, Gill, & Jiang, 2015). One of these factors is the style of the message used in com-

message styles (i.e., metaphor and narrative) on consumers' adoption intentions toward innovative new services. A metaphor is a type of rhetorical figure, which refers to “an artificial deviation in the form taken by a statement” (McQuarrie & Mick, 1996, p. 424). The rhetorical figure of metaphor specifically juxtaposes two concepts and asks consumers “to compare the two concepts or objects and infer what they have in common” (Kim, Baik, & Choi, 2012, p. 77). As such, metaphors rely on cross-domain comparisons (Lakoff & Johnson, 1999; Phillips & McQuarrie, 2009). For example, consider the following headline in an advertisement for a vacation: “Our resort in Jamaica will fly you to the



Literature Review Findings

- Innovation storytelling is a key cultural mechanism for promoting innovation—and it's just as critical to innovation success as organizational designs and processes.¹
- Stories can spark organizational change and therefore, “Being thoughtful about the creation [and] communication of stories in an organization can have significant benefits.”²
- Innovation narratives “promote productive social processes by providing a way for people to manage the tensions between coherence and flexibility that characterize innovation. Innovation narratives make this possible by facilitating the translation of ideas across space.”¹
- Entrepreneurs work to contextualize their innovation journeys by forming stories about the past, present and future—revising their narratives when things don't go as anticipated.³
- Companies that articulate a coherent and compelling innovation narrative grow sales faster than industry rivals.⁴

¹Bartel, Caroline A., and Raghu Garud. "The Role of Narratives in Sustaining Organizational Innovation." *Organization Science* 20, no. 1 (2009): 107-17. Accessed February 15, 2021. <http://www.jstor.org/stable/25614643>.

²Barry, M., & Beckman, S. (2009). Design and Innovation through Storytelling. *International Journal of Innovation Science*, Vol. 1, 4.

³Raghu Garud, Joel Gehman, Antonio Paco Giuliani, Contextualizing entrepreneurial innovation: A narrative perspective, *Research Policy*, Volume 43, Issue 7, 2014, Pages 1177-1188, ISSN 0048-7333, <https://doi.org/10.1016/j.respol.2014.04.015>.

⁴Innovation as Narrative, 2010. Harvard. <https://ash.harvard.edu/files/innovationasnarrative.pdf>.





**UNTOLD STORIES
OF INNOVATION**

A woman with long, curly dark hair and glasses is smiling while looking at a tablet device. She is sitting at a wooden desk in what appears to be a workshop or office environment. The background is slightly blurred, showing other people and equipment. The entire image has a teal color overlay.

DEFINITION

What is innovation storytelling?

Innovation Storytelling

(n.) Innovation storytelling is the art and science of communicating strategic narratives about new product developments, systems improvements, and ground-breaking new thinking to drive innovation objectives.



FUNCTIONS OF INNOVATION STORYTELLING



INTERNAL

- Inspire and unify innovation cultures
- Establish shared innovation histories
- Increase rate of internal buy-in
- Create and solicit innovative ideas
- Motivate innovators to innovate
- Share successes and failures openly to increase rate and quality of internal learning
- Align on nuanced understandings of customers, users, stakeholders, and decision-makers to drive relevant, valuable, authentic innovation ideas




EXTERNAL

- Increase brand perception as innovative
- Improve your personal branding as an innovator or thought leader
- Increase awareness, respect, and trust in a company's capabilities or products
- Generate pull, collaboration, and excitement for ideas and initiatives
- Create alignment and trust in future state visions to drive industries and societies forward

The Five Drivers of Innovation Storytelling


1



IMPACT

Blow minds or temper expectations by adjusting storytelling techniques

2



EMPATHY

Breakthrough emotional barriers to fight assumptions and make impacts

3



ALIGNMENT

Flex storytelling techniques to achieve green-lights across the enterprise

4



EVIDENCE

Storytell with data and build effective arguments to gain buy-in

5



ENGAGEMENT

Craft creative, surprising innovation stories with memorable details and imagery

Ineffective storytelling can:

- ⊗ Slow innovation
- ⊗ Demoralize innovators
- ⊗ Reduce credibility
- ⊗ Lose the brand customers
- ⊗ Increase missed opportunities

Effective storytelling can:

- ✓ Accelerate innovation
- ✓ Build motivation
- ✓ Support learning from failures
- ✓ Increase internal buy-in
- ✓ Catalyze ideation & representation

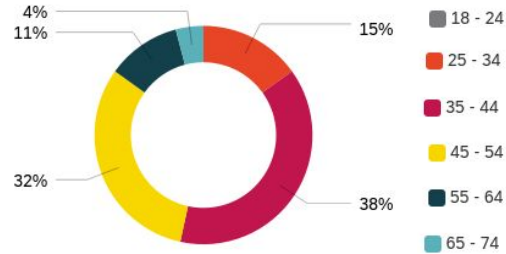
A woman with long, curly dark hair and glasses is smiling while looking at a tablet device. She is wearing a light-colored, long-sleeved top. The background is a blurred workshop or office environment with various items on a desk, including papers and a pen. The entire image has a teal color overlay.

Participants

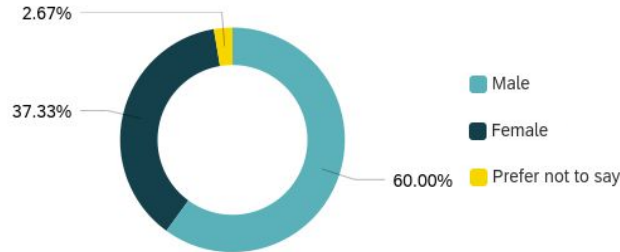
Demographics

Population Demographics

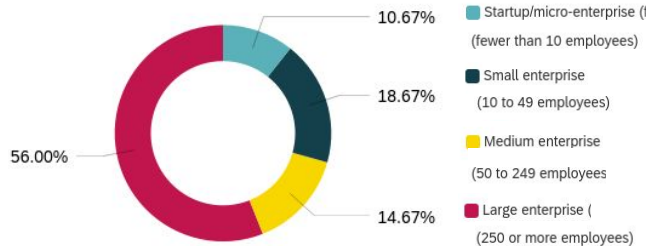
Age



Gender



Organization Size



Key Finding
Demographic questions were asked at the end of the survey. A total of 145 people participated in the survey with about half completing the demographic section of the survey (n=76). The typical survey participant was male, between the ages of 35-55, and worked for an organization with 250 or more employees. Industry representation was very diverse.

Industry

#	Field	Choice Count
1	Consumer Packaged Goods	10.53% 8
13	Consumer Services	1.32% 1
14	Tech Software/Biotech	2.63% 2
15	Communications/Media	3.95% 3
16	Mining/Construction	2.63% 2
17	Service Consulting	5.26% 4
18	Education	11.84% 9
19	Healthcare/Pharmaceuticals	5.26% 4
20	Retail Wholesale	0.00% 0
21	Banking/Finance/Insurance	2.63% 2
22	Transportation	5.26% 4
23	Manufacturing	15.79% 12
24	Energy	7.89% 6
25	Other	25.00% 19

A woman with long, curly dark hair and glasses is smiling as she looks at a tablet device. She is wearing a light-colored, long-sleeved top. The background is a blurred workshop or office environment with various items on a desk and shelves. The entire image has a teal overlay.

IMPORTANCE

How does storytelling contribute to innovation objectives?

Overall Importance

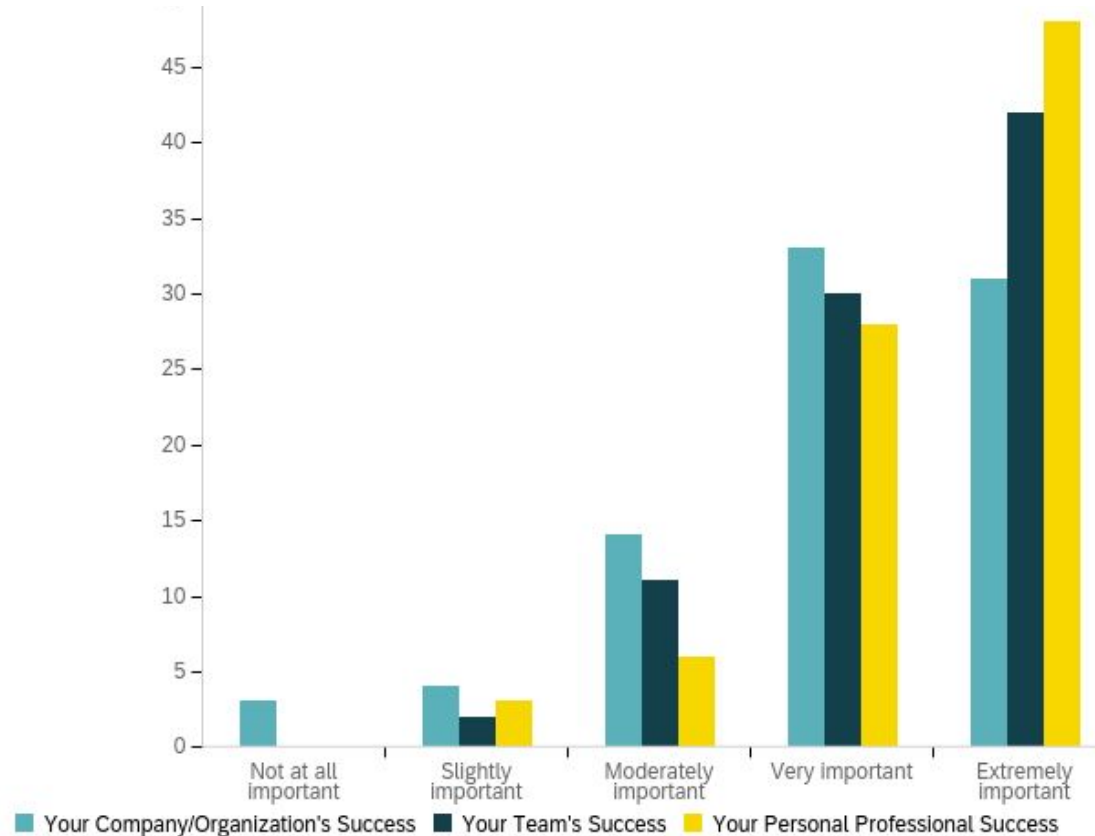
HOW IMPORTANT IS INNOVATION STORYTELLING TO THE SUCCESS OF YOUR ORGANIZATION? YOUR TEAM? YOU?

Key Finding

Participants agreed that innovation storytelling is important to their personal professional success, the success of their teams, and organization.

How We Did It

Likert scale question on importance of innovation storytelling to personal, team, and company success (n=75).



Importance by Org Size

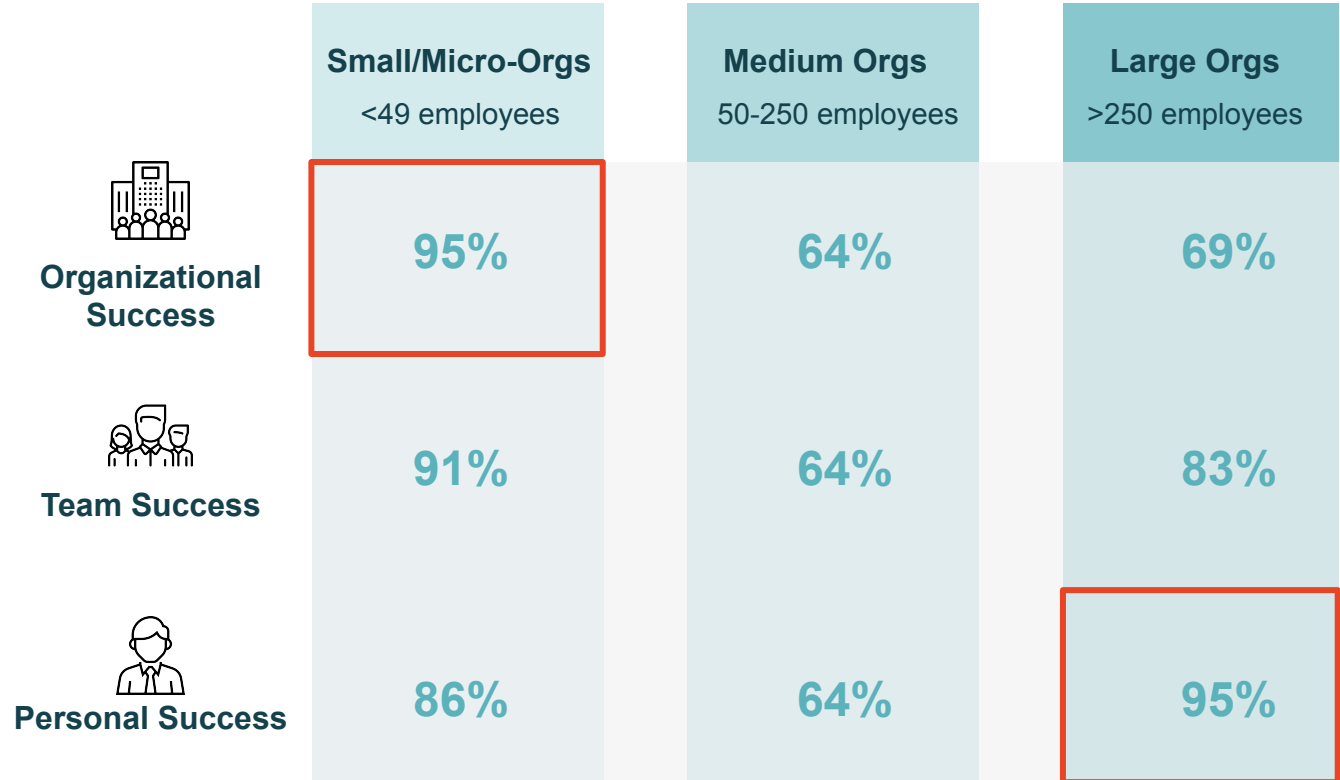
HOW IMPORTANT IS INNOVATION STORYTELLING TO THE SUCCESS OF YOUR ORGANIZATION? YOUR TEAM? YOU?

Key Finding

Startups and small businesses ranked importance to org success highest, while large enterprise participants deemed its importance to personal professional success highest.

How We Did It

Likert scale question on importance of innovation storytelling to personal, team, and company success (n=75).



Impact on Innovation Success

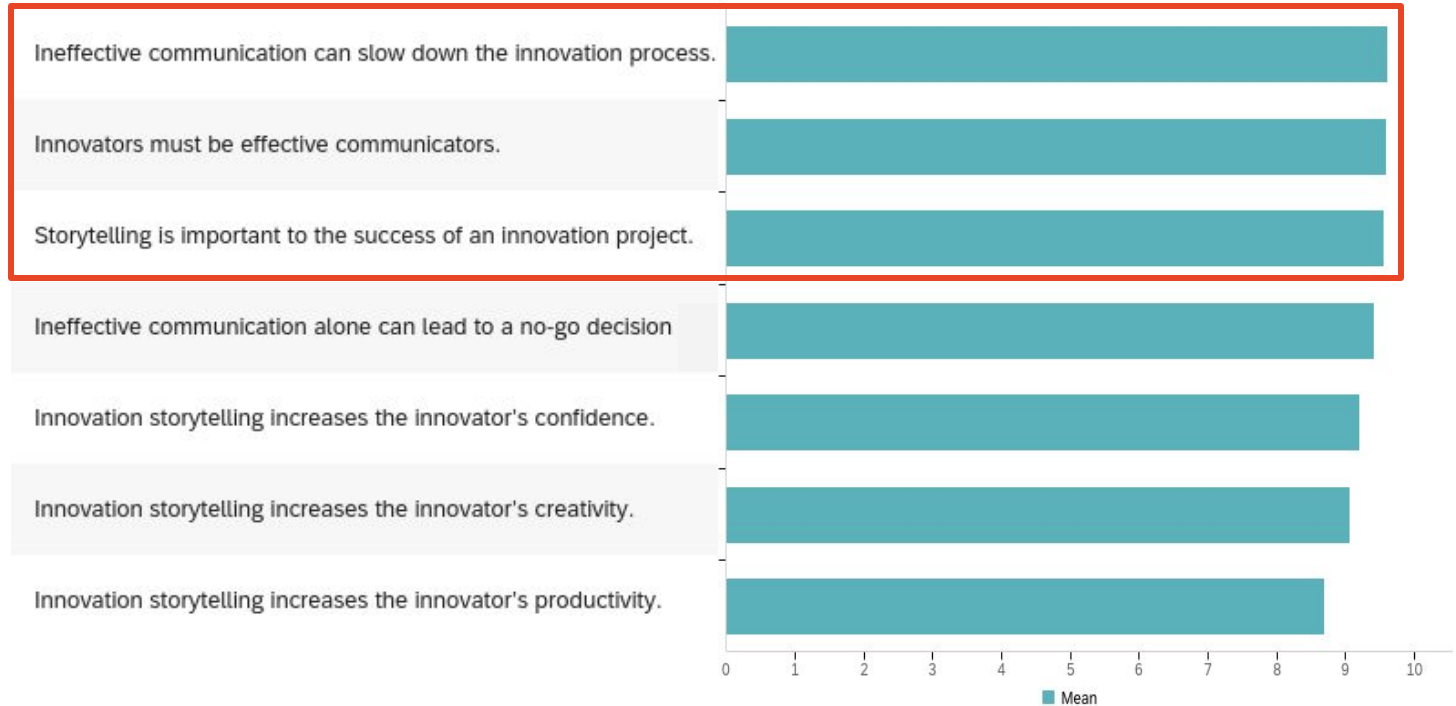
PARTICIPANT AGREEMENT WITH EACH STATEMENT

Key Finding

Participants most agreed that 1) ineffective communication can slow down the innovation process, 2) innovators must be effective communicators, and 3) storytelling is important to the success of an innovation project.

How We Did It

Likert scale question asking participants to rate their level of agreement or disagreement with statements about the importance of storytelling to innovation success (n=104).



ROI

Key Finding

Strategic alignment, improved collaboration, and increased customer leads are the **top three** ROI impacts of innovation storytelling.

How We Did It

Based on qualitative analysis of podcast interviews (n=100), we identified the top 9 cited ROI impacts of innovation storytelling. In the survey, we asked participants to rank those impacts based on their value (n=82).

1

Improved strategic alignment across the organization

2

Improved internal collaboration across departments or business units

3

Increased customers/sales leads

4

Increase in value-added innovation projects

5

Increased external business partnerships or collaborations

6

Improved morale/culture

7

Improved brand image

8

Improved operations

9

Improved recruitment of high-talent innovators

A woman with long, curly hair and glasses is smiling while looking at a tablet computer. She is sitting at a wooden desk in what appears to be a workshop or office environment. The background is slightly blurred, showing other people and equipment. The entire image has a teal overlay.

PRACTICE

Where does storytelling show up in the innovation process?

PRACTICE

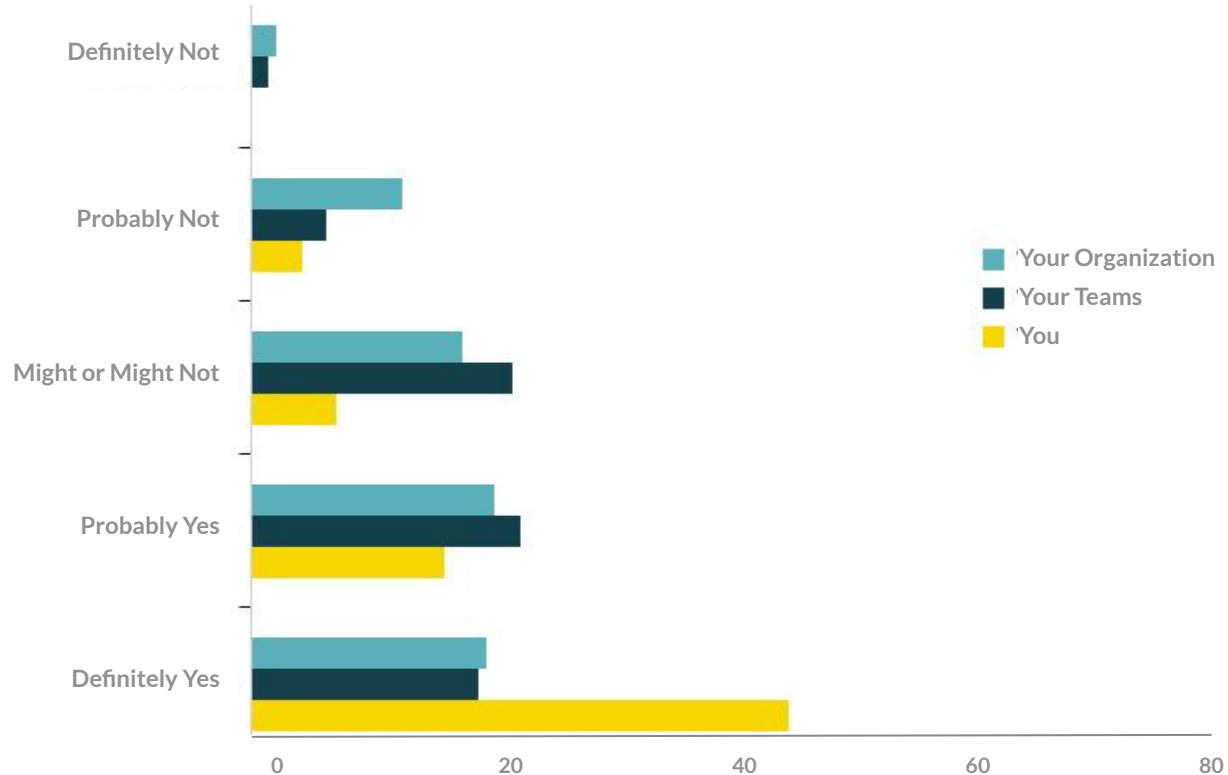
DOES YOUR ORGANIZATION PRACTICE INNOVATION STORYTELLING? YOUR TEAM? YOU?

Key Finding

Participants agreed that they personally practice innovation storytelling—perhaps more than their teams or organizations do.

How We Did It

Likert scale ranking in response to “Does your organization practice innovation storytelling? Your teams? You?” (n=104)

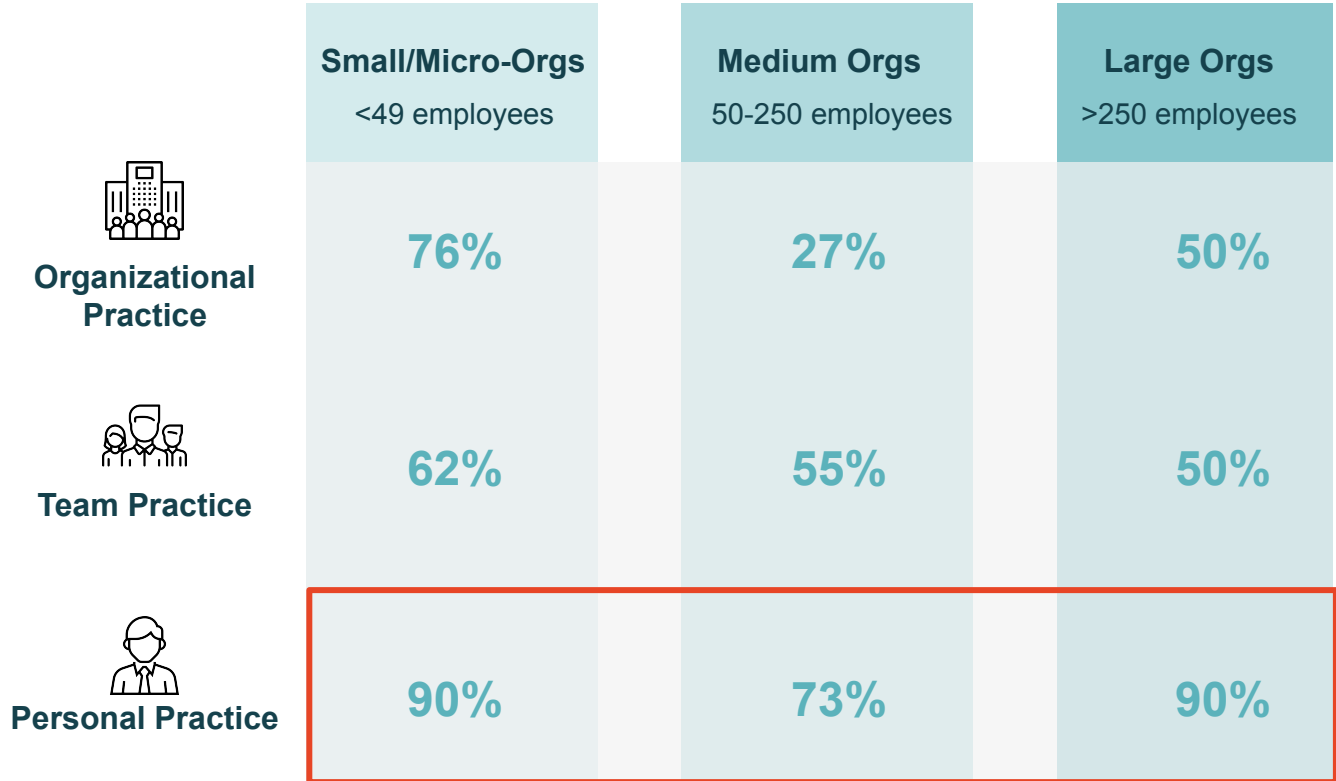


PRACTICE

DOES YOUR ORGANIZATION PRACTICE INNOVATION STORYTELLING? YOUR TEAM? YOU?

Key Finding
Independent of organization size, participants say that they practice innovation storytelling more than their teams and organizations.

How We Did It
Likert scale question on practice of innovation storytelling to personal, team, and company success (n=74).



TYPES OF INNOVATION STORIES

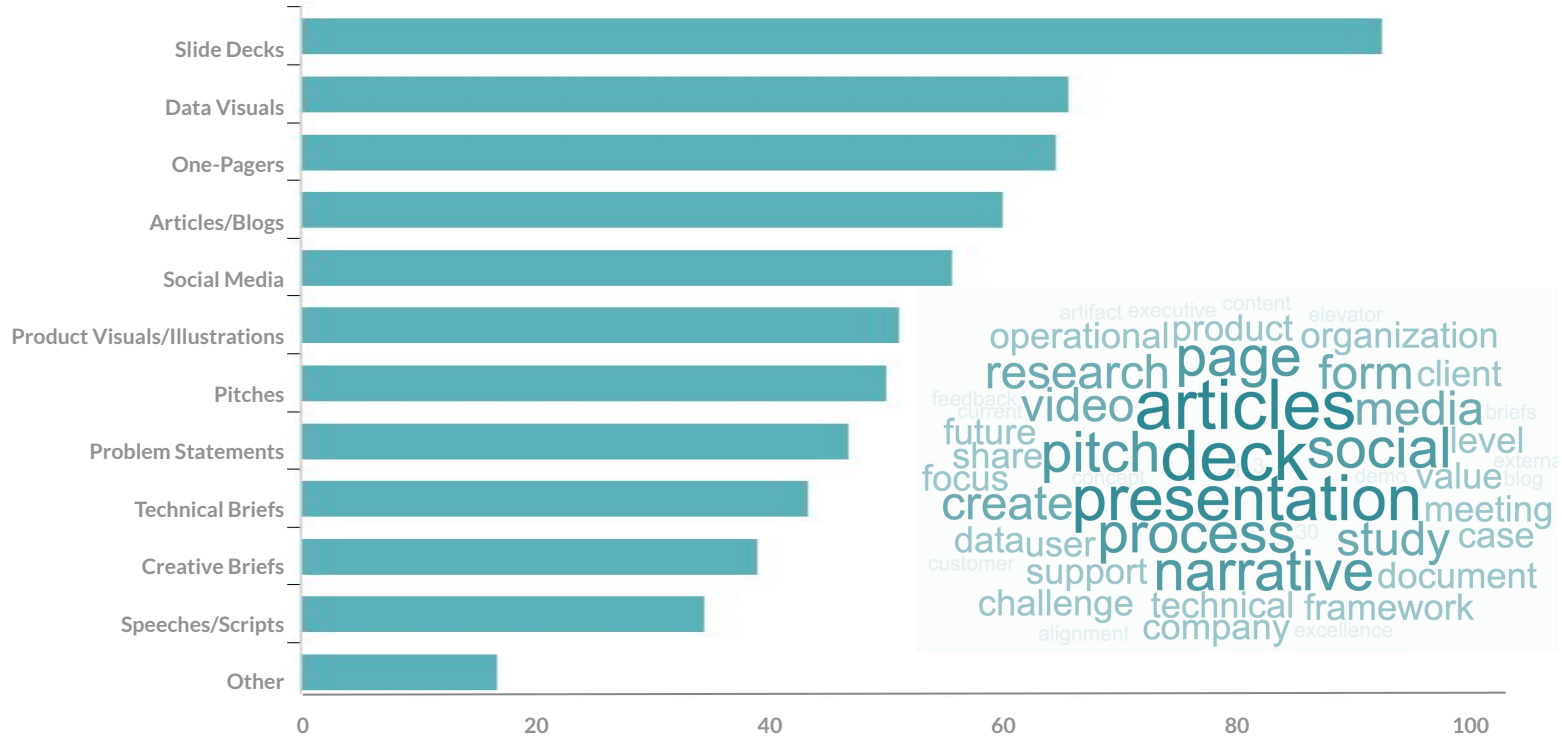
WHAT TYPES OF INNOVATION STORIES, MATERIALS, ARTIFACTS, OR FRAMEWORKS ARE CREATED AND CIRCULATED WITHIN YOUR ORGANIZATION?

Key Finding

Slide decks are by far the most popular innovation story type.

How We Did It

Analyzed quantitative data from a checkbox question (n=557). The word cloud represents qualitative data from an open response question (n=52).



TIME SPENT

HOW MUCH TIME DO YOU SPEND EACH WEEK CREATING, SHARING, OR HEARING INNOVATION STORIES, ARTIFACTS, PAPERS, OR PRESENTATIONS?

Key Finding

Innovators spend over 25% of their work week storytelling. This does not appear to be dependent on gender or job role, though organizational size may influence time spent, with medium-sized enterprises spending the least time.

How We Did It

Asked participants to share the average # of hours per week they spend creating, sharing, or hearing innovation stories (n=93).



12 HOURS
ON AVERAGE
per week spent on
innovation storytelling

Small Orgs/Startups

<49 employees

14 hrs/wk
(+/- 9 STD) (n=8)

Medium Orgs

50-250 employees

7 hrs/wk
(+/- 3 STD) (n=11)

Large Orgs

>250 employees

12 hrs/wk
(+/- 9 STD) (n=42)

A woman with long, curly dark hair and glasses is smiling as she looks at a tablet computer. She is sitting at a wooden desk in what appears to be a workshop or office environment. The background is slightly blurred, showing other people and equipment. The entire image has a teal-colored overlay.

SUPPORT

What resources, systems, processes, technologies and rituals do innovation teams utilize to solicit, collect, analyze, and circulate innovation stories?

PERCENT OF RESPONDENTS THAT SOMEWHAT OR STRONGLY AGREED WITH EACH STATEMENT

Key Finding

Only half of respondents feel that innovation storytelling is integrated into their innovation culture. While most individuals regularly share innovation stories, they hear fewer stories at leadership and team levels, and fewest about failure.

How We Did It

Likert scale rating agreement or disagreement with a series of statements about how integrated innovation storytelling is within their organization's culture. n=77 as follows: enterprise (n=42), medium (n=11), small (n=14), startup (n=8).

51%

Storytelling is part of our innovation culture.

48% enterprise	44% medium
50% small	75% startup

51%

Our organization has a clear innovation narrative.

48% enterprise	27% medium
57% small	88% startup

48%

Our executive leadership team regularly shares innovation stories.

45% enterprise	18% medium
64% small	75% startup

56%

Our innovation teams regularly share success stories.

64% enterprise	36% medium
54% small	50% startup

31%

Our innovation teams regularly share failure stories.

26% enterprise	18% medium
36% small	62% startup

83%

I regularly share innovation stories.

86% enterprise	54% medium
93% small	88% startup

58%

I am encouraged to communicate my innovation work.

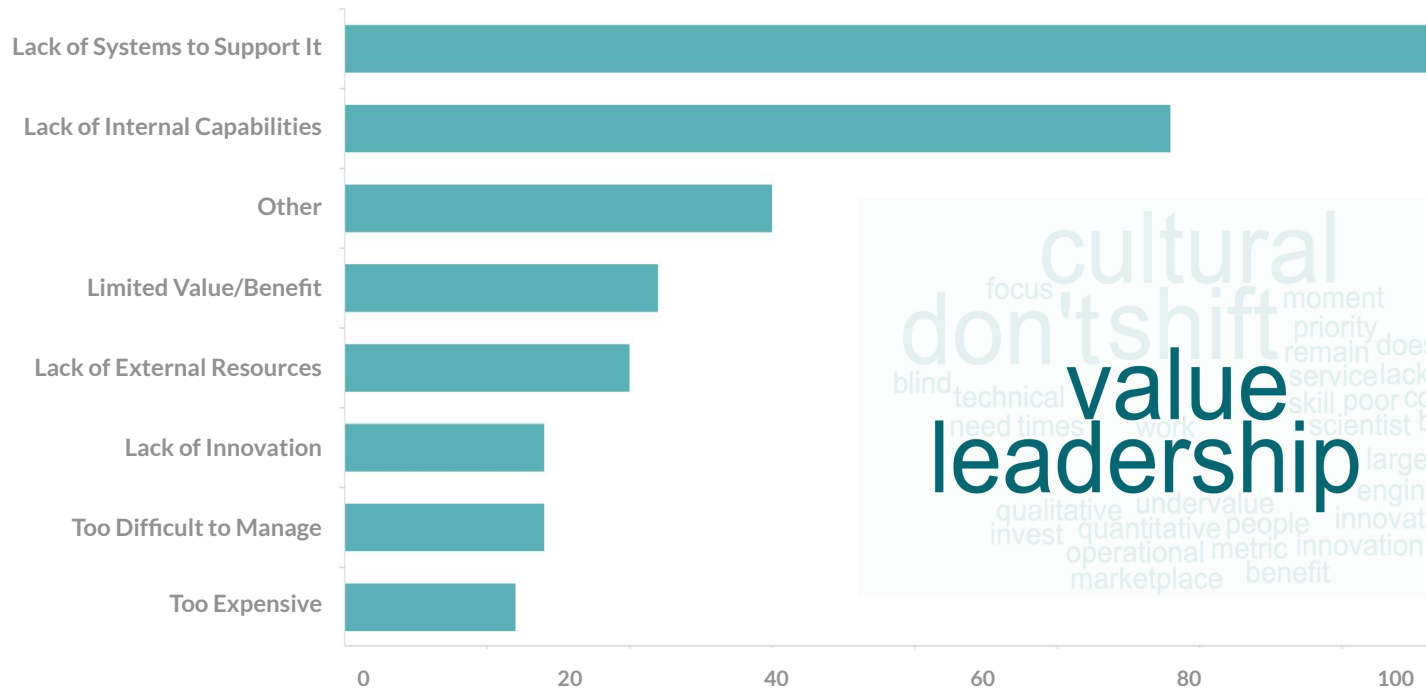
64% enterprise	54% medium
71% small	25% startup

CHALLENGES

REASONS WHY ORGANIZATIONS ARE NOT PRACTICING INNOVATION STORYTELLING

Key Finding
Organizations that don't prioritize innovation storytelling lack systems and internal capabilities to support it.

How We Did It
Analyzed quantitative data from a checkbox question on "If innovation storytelling isn't a priority at your organization, why isn't it?" (n=123). The word cloud represents text from participants who selected "Other" (n=15).



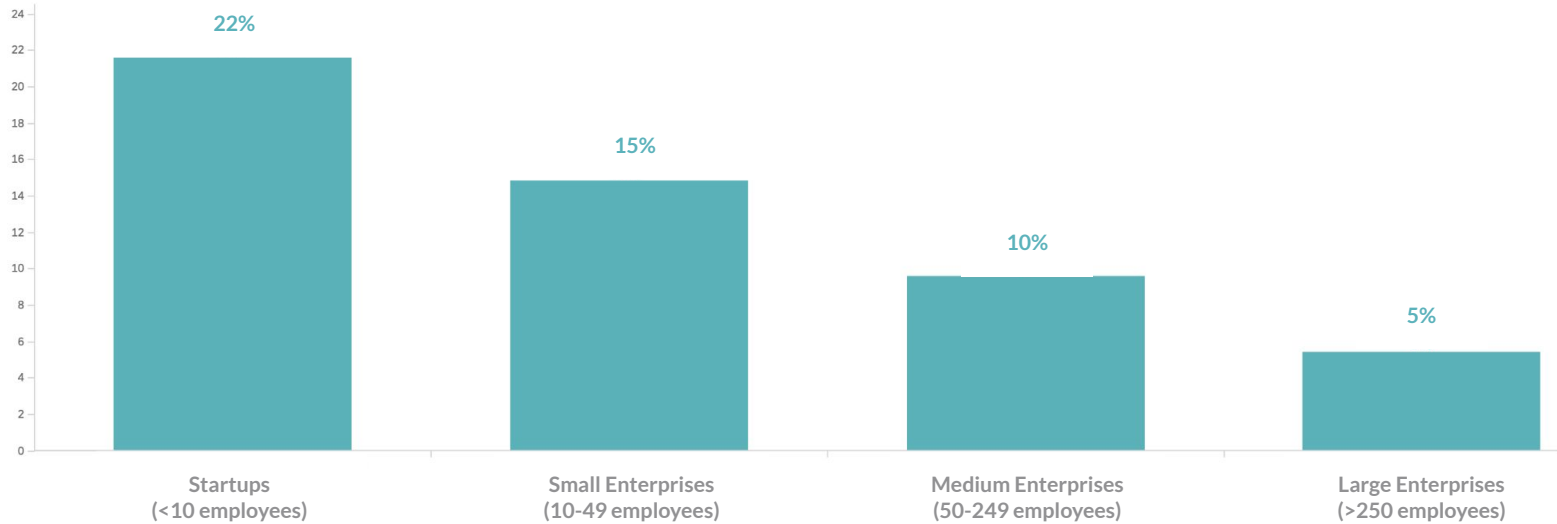
Budget Allocated

Key Finding

Smaller enterprises spend a greater percent of their innovation/R&D budget on innovation storytelling.

How We Did It

Sliding scale quantitative question on % R&D/Inno budget allocated to inno storytelling (n=74).



RESOURCES DEDICATED

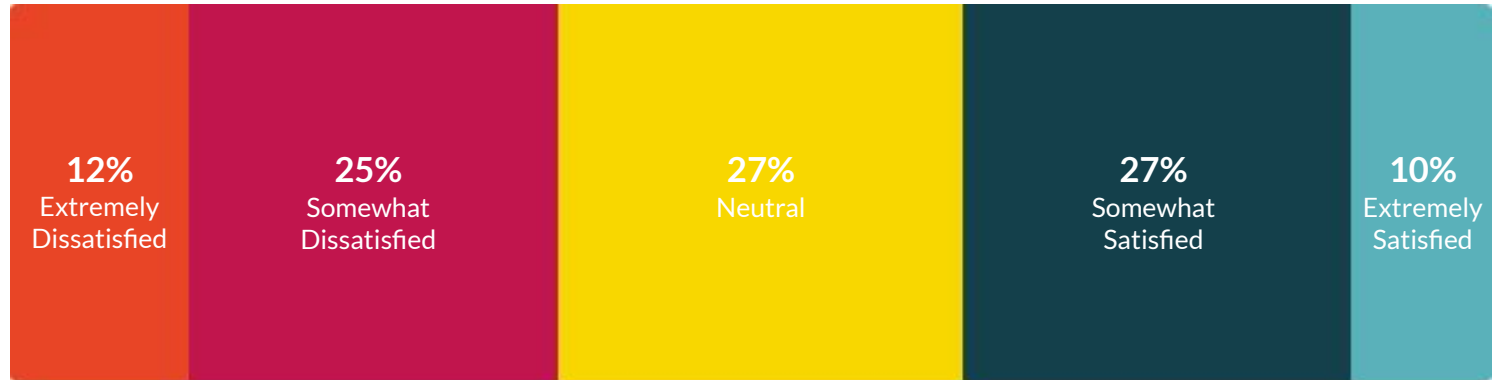
PERCENT OF PARTICIPANTS SATISFIED WITH THE AMOUNT OF RESOURCES DEDICATED TO INNOVATION STORYTELLING

Key Finding

The most popular resource to support innovation storytelling is internal personnel outside of innovation, followed by innovators themselves. Satisfaction is scattered.

How We Did It

Likert scale on satisfaction with resources (n=84). Quantitative data from checkbox question on "What resources are dedicated to innovation storytelling?" (n=158). Quotes pulled from qualitative version of the question (n=39).



DESIRED RESOURCES

PARTICIPANT COMMENTS ABOUT DESIRED RESOURCES



Key Finding

Training, dedicated time, and storytelling frameworks were the three top resources that innovators wish they had to support inno storytelling.

How We Did It

Analyzed qualitative responses from survey quotes (n=45).



“**Training** on innovative storytelling and pitches, **time** to create stories, **framework** on how to successfully create innovative stories (best practices)”

Innovation Team Member/Manager
at Large Organization



“Hands on storytelling training where the facilitator can mesh what's important to the current culture and help move the needle to hearing the bigger picture of innovation storytelling”

Innovation Manager/Dept. Manager
at Large Organization



“Develop a common set of **best practices** and presentation styles so more **time** spent on stories and less on formatting the story”

Innovation Manager
at Medium Organization

KEY TAKEAWAYS FROM THE SURVEY

Key Finding

From the 145 survey respondents representing a wide variety of industries, organization sizes, and position, these were the 6 key takeaways.

Innovation storytelling is practiced more by individuals than organizations.

85% of individual respondents agreed that they practice innovation storytelling, but teams (58%) and organizations (55%) practice less.

Innovators spend 12 hours/week crafting or sharing innovation stories, artifacts, or presentations.

Innovators in large organizations (12 hrs/wk) and small business/startups (14 hrs/wk) spend more time crafting and sharing innovation stories than those in medium-sized companies (7 hrs/wk).

Innovation storytelling is important for the professional success of innovators.

Specifically in large organizations, 95% of participants claim that innovation storytelling is important for their professional success.

Although 83% of participants regularly share innovation stories, only 31% regularly share stories of failure.

Participants from large (26%) and medium (18%) sized organizations were the least likely to regularly share failure stories.

Lack of systems and internal capabilities were the most common reasons for why organizations are not practicing innovation storytelling.

The third most common reason was “other” with the most common inputs being lack of leadership and that innovation storytelling would require a drastic culture shift.

Innovators want more time for creating stories around their work, and frameworks and techniques may help save time.

Out of the 45 open responses, training and time were the most common desired resources. However, there were several requests for frameworks and techniques to make it easier for innovators to craft stories.

A woman with long, curly hair and glasses is smiling while looking at a tablet device. She is sitting at a wooden desk in what appears to be a workshop or office setting. The background is slightly blurred, showing shelves with various items. The entire image has a teal color overlay.

FUTURE DIRECTIONS

Where will our research go from here?

The Innovation Storytelling Toolkit

- 30+ tools and growing
- Demonstrates *how* to storytell *effectively*
- A one-stop resource for the most effective and popular strategies for successful innovation storytelling
- Based on analysis and vetting of research and business articles in addition to our own internal storytelling tools
- Delivered with [Untold Content's virtual Innovation Storytelling Training](#)



FRAMEWORKS

PATTERNS

TECHNIQUES



DRIVERS



INNOVATION
CONTEXTS



STORYTELLING

The Untold Impact-Evidence Quotient

INCREMENTAL INNOVATION

DISRUPTIVE INNOVATION

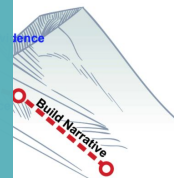
FAILURE

STRATEGIC ALIGNMENT

OPEN INNOVATION

ECOSYSTEM NARRATIVES

FUTURING



...that the future looks like
that "When you give a
presentation, you're making your audience the hero of your presentation and asking them to go through a transformation. Whoa, that sounds hard, right? So, before you present, you need to ask yourself in regard to your audience, 'who are they when they walk in the room and who do I want them to be when they leave the room?' Once you've identified this transformation, you've created your audience's story arc; everything you input into your presentation needs to support that arc and that transformation. In really great speeches, the speaker builds tension and releases it, and builds tension and releases it again."

- Transform very complex ideas into simple ones,
- Build a story bank of success stories,
- Sell a project effectively, and
- Become a better empathic communicator.

VIRTUAL INNOVATION STORYTELLING TRAINING

IMMERSIVE EXPERIENCE



A woman with long, dark, curly hair and glasses is smiling while looking at a tablet device. She is sitting at a wooden desk in what appears to be a workshop or office environment. The background is slightly blurred, showing other people and equipment. The entire image has a teal overlay.

THANK YOU!

Schedule a demo of our toolkit and training at
<https://untoldcontent.com/innovation-storytelling-training/>
or email info@untoldcontent.com

(Un)told

AMPLIFYING INNOVATION

untoldcontent.com