

Workforce Success

Story-Driven Business Workshop

When: September 25, 2018 from 9:00am to 4:00 pm

Where: Kricker Innovation Hub at Shawnee State University
221 Chillicothe Street in Portsmouth, Ohio

Cost: FREE! But registration is required

This Story-Driven Business Workshop gives you the control and focus to tell the right story to the right people at the right time. You will be led through exercises to:

- ✓Identify the core needs of your customer (the hero)
- ✓Begin crafting your compelling hero-centric story
- ✓Realize your brand ideal and position
- ✓Discuss applications: videos, website, social media, etc.

At the end of the day, you will walk away with potential for internal alignment around your story, external brand-positioning that connects with your customer and strategies for where and how to tell your unique brand story.

Register online at www.ohio.edu/southern/workforce



Isaac Stambaugh is Chief Operations Director of Rebel Pilgrim Creative Agency of Cincinnati and serves as story mentor to a variety of clients, from start-ups to Fortune 500 companies. Isaac is a graduate of the Electronic Media Program at Ohio University Southern in Ironton.



Don Moore is an Associate Professor at Ohio University Southern and directs the Electronic Media program. Don has more than 30 years experience in corporate communications and teaching content creators. He coordinates the ESPN3 project with OHIO Athletics, Scripps College of Journalism and Media Arts and the Southern Campus Electronic.



Ernie Hall is a Production Assistant in Electronic Media at Ohio Southern. He is a three-time Regional Emmy award winner and recipient of the Edward R. Murrow Award from the Radio Television Digital News Association for his work in broadcast news in Arkansas and Florida. Ernie is a 2008 graduate of the Southern Campus Electronic Media Program.



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