

The Power of Storytelling

Itana Face2Face
Sept. 2016



OFFICE OF THE CIO
UNIVERSITY OF MICHIGAN

Spring F2F 2016 - Architecture Leadership



Generate
Ideas



Analyze &
Communicate



Sell
Ideas



Inspire Action



Sustain and
Adjust



Source: Resonate, Nancy Duarte, 2010

product.com

Presentation, 10/18/16



Product.com history

- Contract signed in 2014; entering 3rd and final year (8/11/17 end date)
- Funded now by the Medical School, LSA, and Stamps
- Total cost of ~\$x per FTE, licensed per FTE whether they use it or not
- Open to all faculty and staff
- The Hospital pays its own license agreement (excluded from statistics slides)
- Recent purchase by Superproduct.com



Product.com - experience and statistics

- Annual license cost of \$xx,000
- Distinct times used in FY16: 10,366 (7,950 in FY15)
 - About \$x per use
- Distinct users in FY16: 3,600 (2,977 in FY15)
 - About \$x per user



Product.com - FY16 usage

VP Area	Distinct Times Used	Percent of Site Used	Unique Users	Hours Used
Academic Affairs	5,377	52%	1,489	4,398
CFO	2,075	20%	643	1,926
Medical Affairs (excl Hospital)	1,431	14%	471	1,332
Flint	445	4%	112	399
Student Affairs	343	3%	146	243
Office of the President	203	2%	61	101
Other	492		179	



Unit	Uses	Users	Hours
Med (no Hosp)	1,431	387	1,332
LSA	1,368	364	1,037
Library	485	117	395
Stamps	401	88	331
Engineering	358	136	247
Rackham	322	63	312
ISR	233	107	245
Public Health	232	76	209
Ross	219	88	155
Dentistry	216	52	193
Arch & Ur Pln	202	39	184

Unit	Uses	Users	Hours
Information	202	46	183
Music	177	40	141
SNRE	137	26	146
Education	103	28	73
DEI	97	21	90
Life Sciences	90	10	33
Social Work	60	25	34
Law	54	18	88
Kinesiology	18	6	20
Public Policy	39	18	56
Nursing	32	13	14

Product.com - FY15 usage

VP Area	Distinct Times Used	Percent of Site Used	Unique Users	Hours Used
Academic Affairs	4,225	53%	1,391	3,386
CFO	1,487	19%	646	1,373
Medical Affairs (excl Hospital)	1,058	13%	458	783
Flint	281	4%	106	232
Student Affairs	280	4%	131	183
Office of the President	160	2%	63	86
Other	459	6%	182	243



Unit	Courses	Users	Hours
Med (no Hosp)	881	365	690
LSA	907	317	643
Library	560	110	506
Stamps	418	83	370
Engineering	305	142	200
Rackham	126	42	100
ISR	300	118	234
Public Health	142	78	90
Ross	134	70	78
Dentistry	95	22	124
Arch & Ur Pln	115	41	112

Unit	Courses	Users	Hours
Information	145	43	156
Music	143	34	131
SNRE	36	26	20
Education	54	19	44
DEI	18	6	29
Life Sciences	37	10	16
Social Work	115	39	93
Law	54	21	37
Kinesiology	21	12	9
Public Policy	37	16	43
Nursing	39	15	29

Product.com - experience and statistics

- Four ways to use Product.com (employee, workstation license, etc.)
 - All employees (faculty and staff) - not temporary employees
 - Workstation license - starts at \$xxx/year/device
 - Person license for a named individual - starts at \$xxx/year/person
 - Student accounts for a group of students - starts at \$xx/student/month for up to 6 months
- Marketing to date
 - CIO newsletters
 - Symposium poster
 - Instructional Design SIG



Product.com - next steps

- Are we seeing value from the license?
- Are we interested in continuing?
- How can we make sure staff know about this offering?

- If yes,
- Who will help fund extension?



The big idea

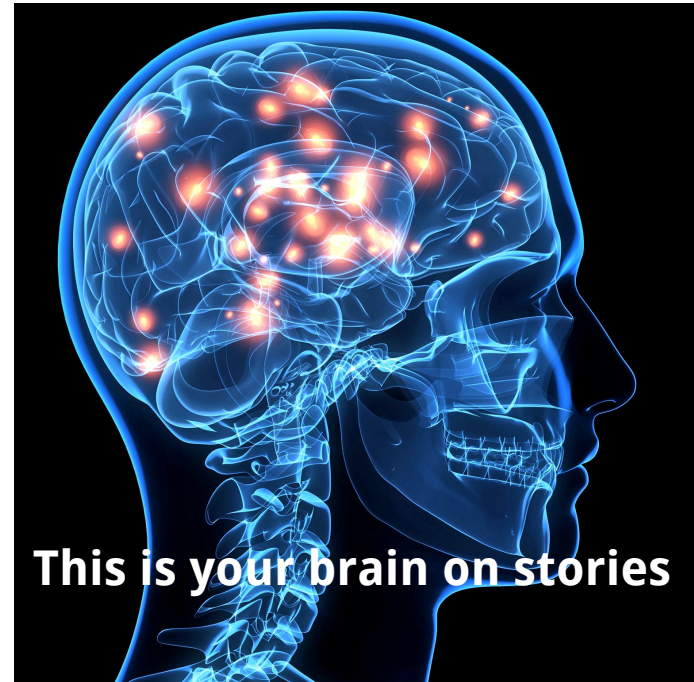
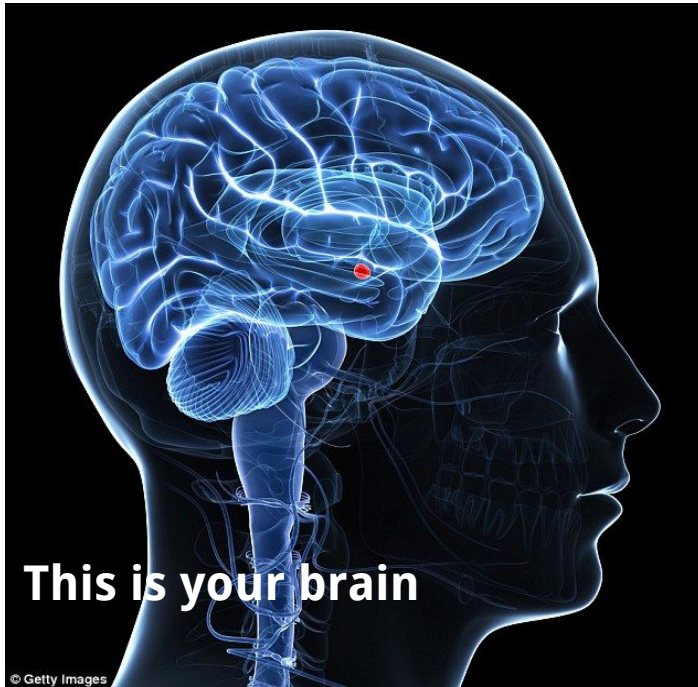
of this presentation

You will be able to use storytelling techniques to get better results from your formal communications, especially when they involve sharing data.

Why Stories?

- Stories make a point

Why Stories?



Why Stories?

- Stories make a point
- Stories are memorable
- Stories motivate people
(through emotional connections)





Narrated by Dan Heath, Co-author of Switch, 2010



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Why Stories?

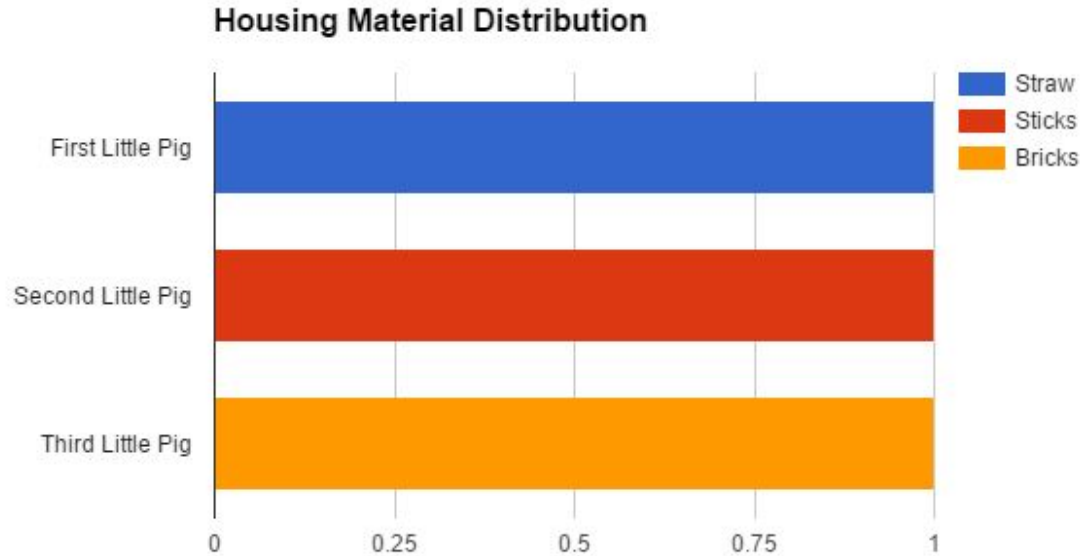
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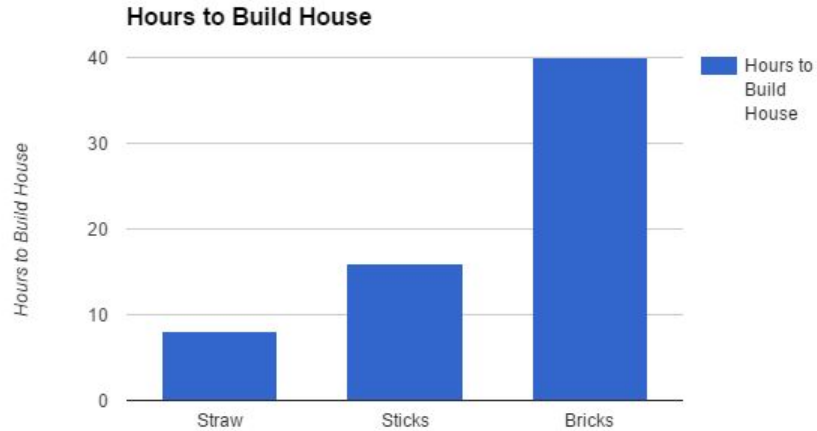
The three little pigs



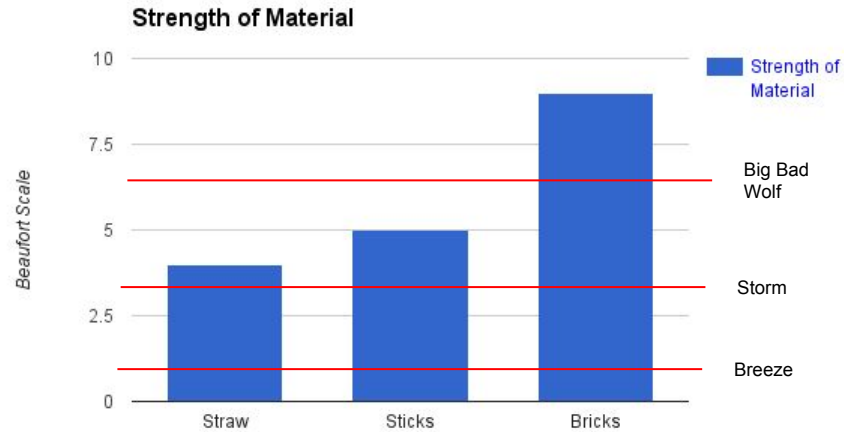
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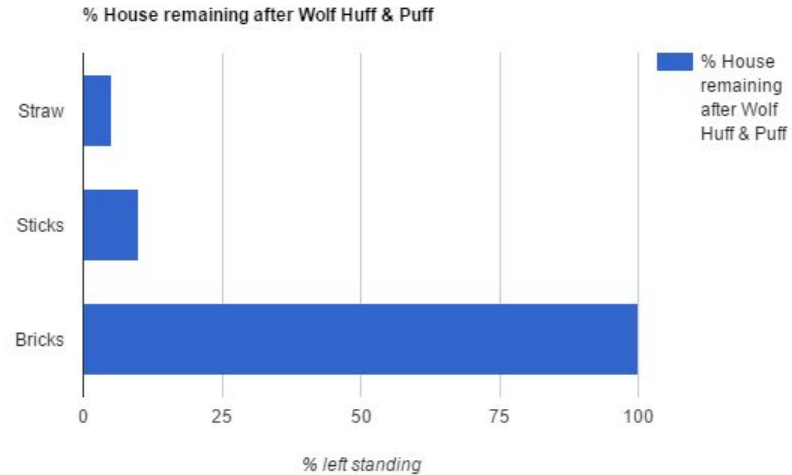
The three little pigs



The three little pigs



The three little pigs



Next Step

Further evaluate effort of using bricks vs. risk of Wolf event



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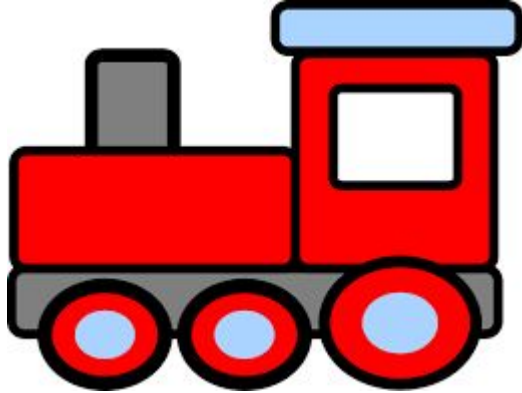


Sustain and
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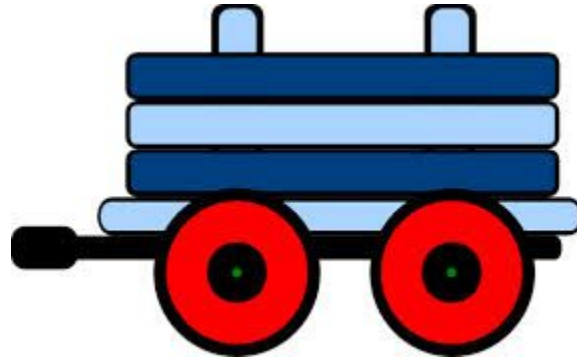
Source: Resonate, Nancy Duarte, 2010

How to tell a story



Beginning

Introduce a hero and
a premise



Middle

Introduce conflict
and tension



End

Resolve the tension
and make your point





RELATABLE AND LIKEABLE HERO

Snow White

Situation: Snow White takes refuge in the forest with seven dwarfs to hide from her stepmother, the wicked queen.

ENCOUNTERS ROADBLOCKS

Complication: Snow White is more beautiful than her stepmother, the queen, so disguised as a peddler, the queen poisons her with an apple.

EMERGES TRANSFORMED

Resolution: The prince, who has fallen in love with Snow White, awakens her from the spell with “love’s first kiss.”

E.T.

Situation: A group of alien botanists visit earth. After a hasty takeoff, one of them is left behind. And he wants to get back home.

Complication: Ten-year-old Elliott forms an emotional bond with E.T., a task force tries to hunt down E.T., and he and Elliott get very sick.

Resolution: E.T. and Elliott build a communication device and escape on a bicycle. E.T. is rescued and tells Elliott he’ll be in his heart.

Avatar

Situation: Jake Sully is a paralyzed ex-Marine who is selected for the Avatar program, which will enable him to walk through a proxy Na’vi body in the land of Pandora.

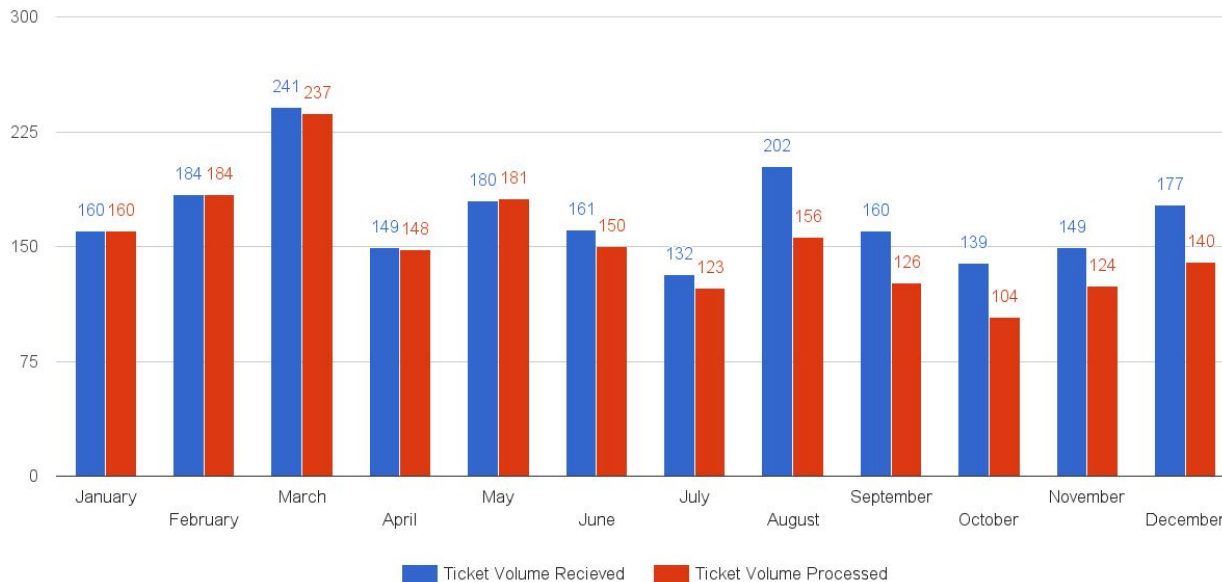
Complication: Jake falls in love with a Na’vi woman, Neytiri, in Pandora. As the humans encroach on the forest seeking valuable minerals, Jake is forced to choose sides in an epic battle.

Resolution: Under Jake’s leadership, the Na’vi defeat the humans. Jake is permanently transformed into a Na’vi and gets to live on Pandora with Neytiri.

Source: Resonate, Nancy Duarte, 2010



Ticket Trend



Source, *Storytelling with Data*, Knaflic, 2015



Please approve the hire of 2 FTEs

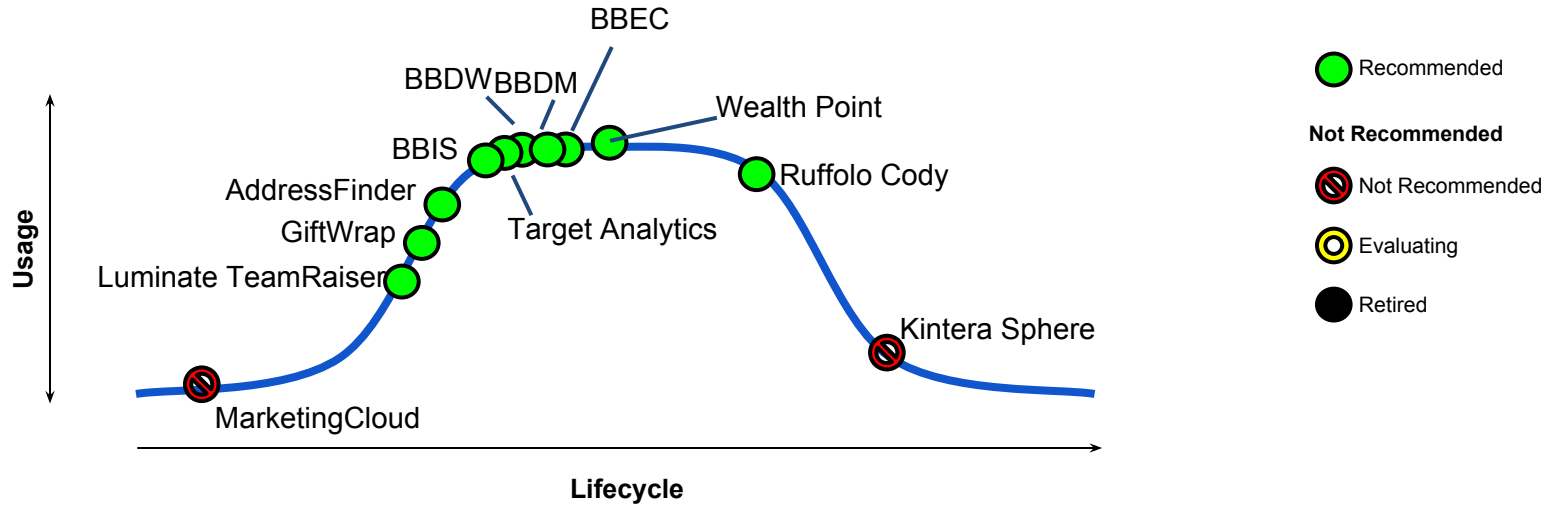
to backfill those who quit in the past year



Source, *Storytelling with Data*, Knaflic, 2015

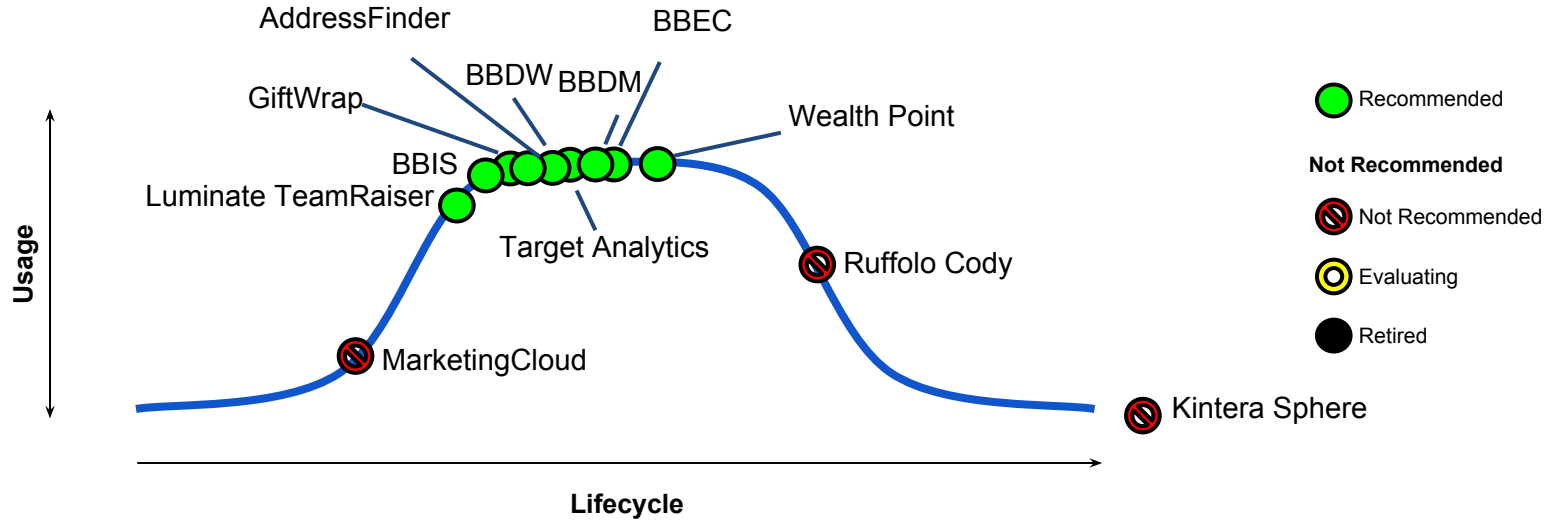
2016

DART



2016 + 3 years

DART



Summary

The University recently made a significant investment in our enterprise CRM for fundraising. We chose BlackBaud because it is a flexible technology that will allow us to more easily integrate other tools. BlackBaud's products will remain at the heart of our development systems strategy. We will be incorporating other tools around these base products.

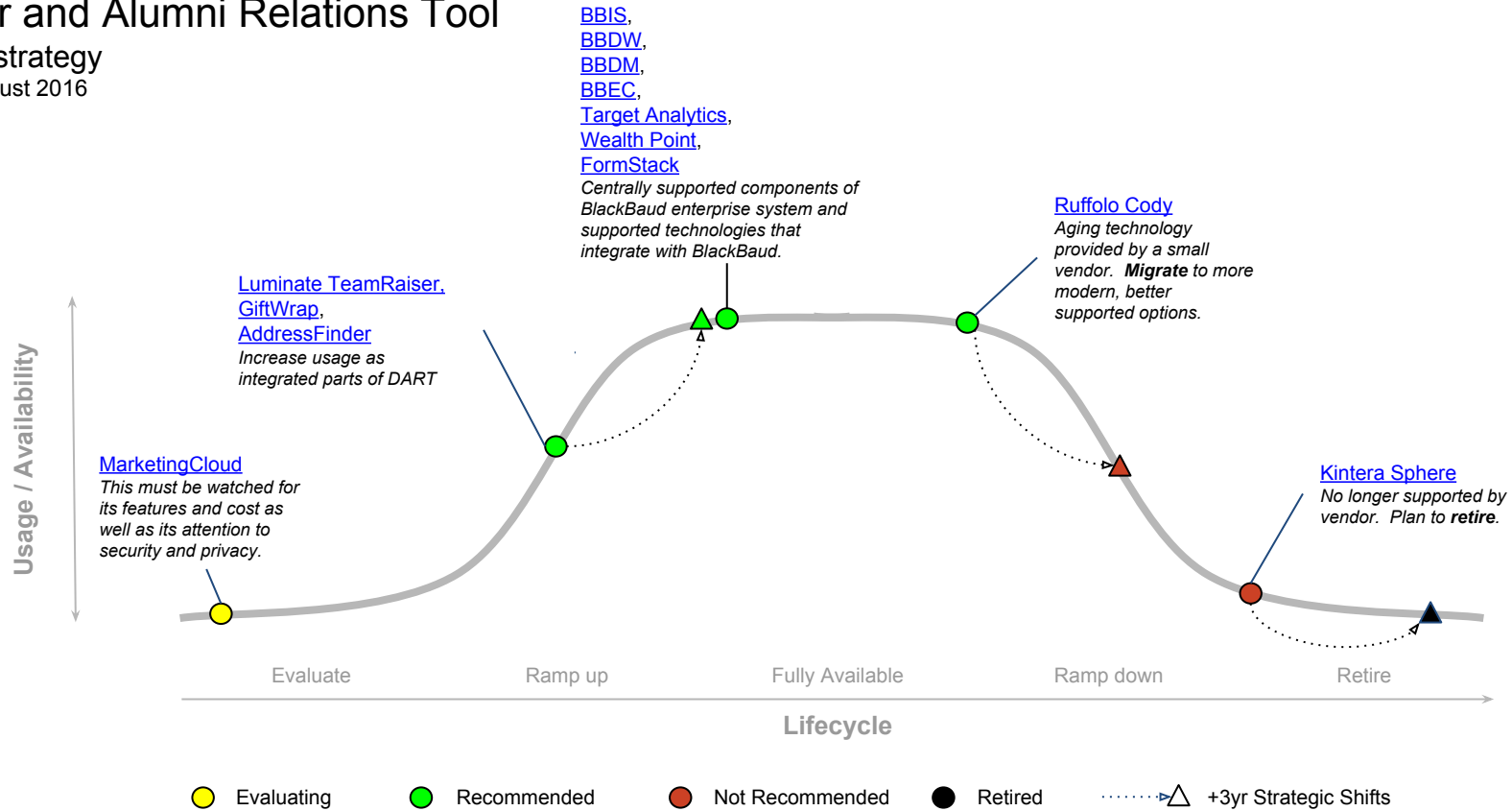
Roadmap

- Retire Kintera Sphere
- Evaluate other solutions and possibly retire Ruffolo Cody
- Leverage integration of AAUM's implementation of SalesForce for possible future enterprise CRM
 - Evaluate replacement of BBDM with MarketingCloud
- Evaluate other online engagement offerings and utilize enterprise service bus (ESB) strategy to integrate with DART

Donor and Alumni Relations Tool

3 year strategy

As of August 2016



Employee Satisfaction Scores

Survey category

Department	Survey category															
	Upper Mgmt	Climate	Super-visor	Auto-nomy/ Involvement	Work-load	Re-sources/ Environ-ment	Recog-n ition	Co-Workers	Comm-unicatio n	Training & Devel-opment	Task Significa nce	Comp-ensation	Benefits	Advance-ment	Survey Percep-tion	
Dept Alpha	61	67	74	68	65	75	67	77	62	67	79	61	79	60	60	
Dept Bravo	63	69	78	71	64	75	69	81	63	66	78	62	81	59	60	
Dept Charlie	57	65	76	77	64	73	70	79	67	76	82	74	78	65	56	
Dept Delta	57	65	73	66	56	76	60	74	54	61	75	62	82	59	63	
Dept Echo	70	75	81	75	68	85	79	83	74	66	85	64	79	69	43	
Dept Foxtrot	73	78	84	79	66	74	75	82	72	67	82	68	81	65	62	
Dept Golf	69	72	78	76	69	78	72	83	64	71	78	64	81	60	64	
Dept Hotel	70	74	77	72	67	82	71	84	66	71	81	67	84	65	60	
Dept India	60	63	77	65	59	71	68	79	61	62	78	53	81	54	59	
Dept Juliet	53	66	77	67	62	72	64	79	57	58	72	60	79	55	59	
Dept Kilo	73	77	84	79	71	76	78	82	79	74	83	73	81	67	67	
Dept Lima	69	81	85	78	73	76	75	86	76	76	84	68	85	63	65	
Dept Mike	64	67	82	69	64	70	61	84	59	58	62	66	79	60	51	

Green: Improved since last survey

Red: Declined since last survey



Table Discussion: 1, 2, 4, All



Personal



Activity



Broad



Table Discussion: 1, 2, 4, All

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