



## Story Skills Workshop for Bio-tech Corporate Communications Team

A groundbreaking biotech firm that focuses on gene therapies was looking to up its storytelling game. We created and led a workshop for their Corporate Communications team that focused on core messaging and story development. We examined and assessed the language and messaging currently in use to better understand if it carried the company's story forward effectively. We explored the company's history as well as the drug development process to uncover new stories. We workshopped narrative structures and discussed how to create strategies for story. Then we workshopped new stories.