

## A guide for customizing the story “Getting ‘engaged’”

- Search through the story for references to “YourCo” and for any text in brackets ([ ]). Replace them as appropriate with the name of your organization or its people, or other information specific to it. This is Level 1 customization.
- Be sure to get the approval of anyone from your company to whom a quote or opinion is attributed. (We assume you will need HR approval of the entire story.) If, in the clearance process, your source wishes to modify a proposed quote, that’s fine – as long as the main idea of the story emerges intact. (If a dispute erupts that upsets our premise and you’d like some advice on handling that, call us.)
- See if you can find an employee of your company with a great record of engagement and career success, and use his/her story in place of our opening anecdote about Lisa Behm. This person should be able to express well why s/he is engaged, and make the point that being engaged at work has benefits beyond the workplace. (It would be a bonus if this person hadn’t always felt engaged and were able to describe what prompted the change.)
- If you do find your own Lisa Behm (see above), be sure to track down all of the story’s subsequent references to Behm and replace them with references to this source.
- The third paragraph below the subhead “Too rare” introduces a consultant’s list of three reasons employees disengage. If someone in your organization has a different list – especially if based on situations unique to your industry or company – add a paragraph here explaining them. Be sure to credit this new source by name.
- Just below this list is a chance to cite a few of your company’s efforts to build engagement through appropriate supervisory training and ways for employees to take initiative. Try to list at least two and not more than four or five. If this section doesn’t apply to your company, simply omit all text from “To counter those risks,…” through “...to individual employees – like you.”
- Consider compiling a list of opportunities your company provides for employees to become more involved, or to improve the skills (e.g., assertiveness) they need to play a more active role. You could display this as a sidebar.

You may customize the story in any other way you see fit, with one exception: If your version of the story does quote the experts named in our original, you may not change the wording of their direct quotes. Explanatory references to these experts should include the titles of their books or web sites, as seen in our original. (The Story Board itself does not require credit.)

Good luck! And remember, we’d be pleased if you would show us how your version turns out. Please e-mail [barry@thestoryboard-llc.com](mailto:barry@thestoryboard-llc.com).