



Story Plan Example

	Culture	Collaboration	Impact
Card of choice	x		
Card name	We have a family culture		

Story parts	Description	You fill in here
Starting point	How does the story begin? Where are you (location?)	The story begins with a man who works as a production engineer with SCA. He frequently meets with an Atlas Copco Service Technician in his current position.
Main character 1	Who is the “hero”/problem solver?	The Atlas Copco service technician.
Main character 2	Who needs help?	The production engineer at SCA
Purpose	What is the main challenge/problem to be solved? What is the experience/learning you want to share?	The problem is the feeling of insecurity, feeling lost and not feeling welcome when starting a job at a new company. The experience to share is that Atlas Copco has a very friendly and welcoming culture. It’s a place where beautiful bonds are formed.
Emotion	What do you want the target group to feel? Pride, joy, hope, fear, wisdom etc.	A sense of belonging, family culture at Atlas Copco.
Building up	What does the hero/problem solver do to solve the problem?	Fast forward 10 years and the production engineer at SCA is about to start at Atlas Copco. He is very worried about not fitting in.

		<p>He desperately doesn't want to underperform on his new job. On his first day the former SCA engineer is experiencing issues with his laptop so he cannot access important customer documents. He has no idea about who to contact to fix this so that he can finish the tasks which his boss instructed him to do, before the end of the day. The anxiety grows...</p>
Turning point	<p>This is the peak of the story, when the solution is found. What happens?</p>	<p>The new employee is very stressed but at the same time the service technician walks in to the office. The service guy still remembers the production engineer well and warmly greets him welcome to Atlas Copco. He immediately helps the production engineer and gives him the contacts to the people he should reach out to in order to get immediate help with the laptop.</p>
Solution	<p>Round off the story by describing benefits and value added. In what way are the characters in a better place?</p>	<p>The production engineer receives help and he is able to solve the tasks that he was set up to do. The service technician and the now new Atlas Copco employee become friends, this is a friendship that lasts also after the service technician retires and until he later on passes away. A lifelong friendship was formed.</p>



Launch Plan Example

Activity	Description	You fill in here
Goal	What do you want to achieve? Increased sales, awareness, branding, hiring, etc.	Brand awareness and for hiring purposes.
Target group	Who do you want to reach?	New talent, internal employees.
Call to Action	What do you want the target group to do after seeing/reading this story? Applying for a job? Buy a product? Support a colleague achieve your goal?	Apply for a job at Atlas Copco.
Format(s)	How will you package this story? Video, illustration, presentation, text, speech etc.	Short video.
Channel	Where will you spread this story? Think about where your target group is and be creative. Web page, meetings, social media, intranet, mail, leaflet, mobile app etc.	LinkedIn, Youtube, Instagram, Facebook
Timing	When will you launch it? And relaunch/reuse?	Not time specific. Possibility for re-use.
KPI	How will you measure the success (linked to your goal)?	Reach and engagement online. Number of applicants.