Guide for Logistics Leads

How to successfully manage StoryTagger in cohort-based programmes

This guide assumes a basic knowledge of StoryTagger and how it supports programmes.
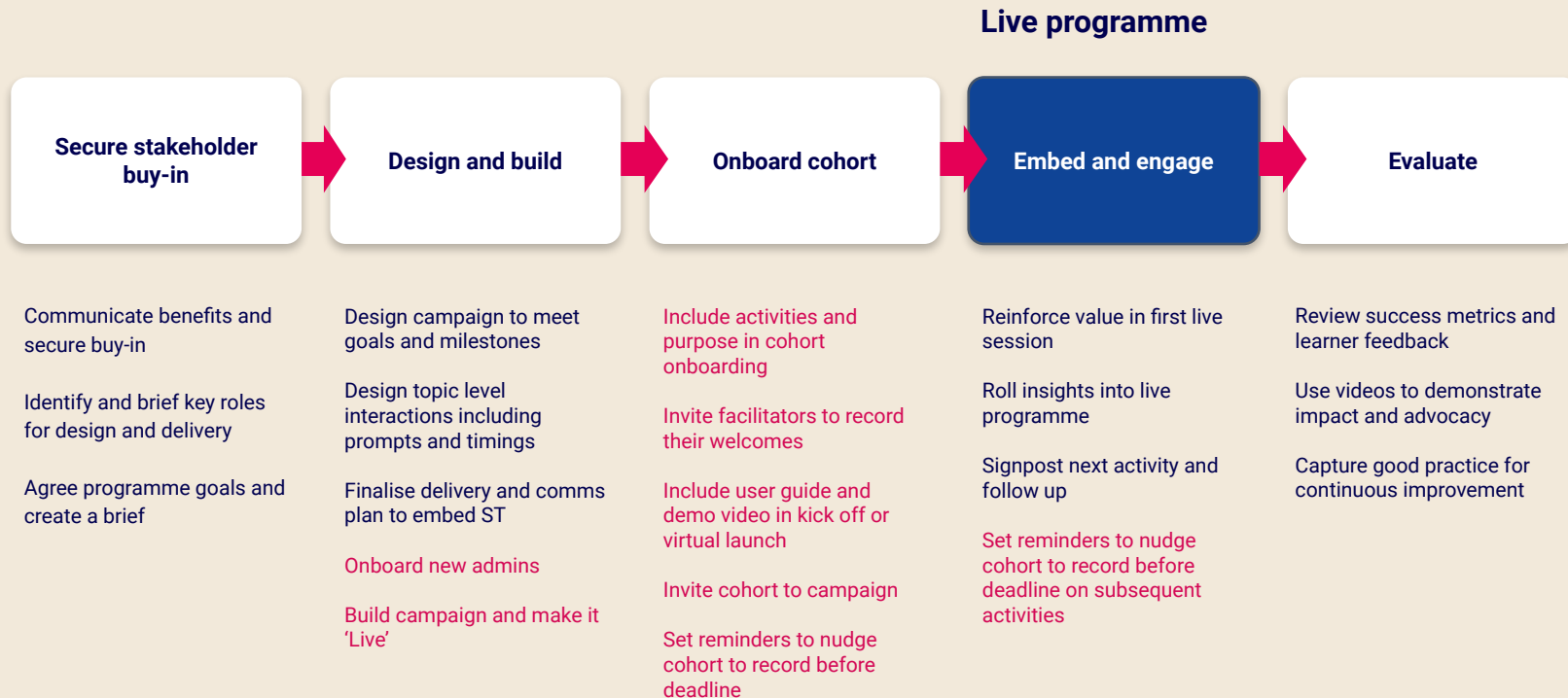
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Your role as a logistics lead is central to success.

This guide shares good practice to help logistics leads, administrators and programme managers effectively launch, deliver and manage the whole StoryTagger experience for their cohort participants - from start to finish. Read these tips alongside our Guide for Facilitators.

Check out the following tips to optimise how the programme actually runs and make sure everyone gets the most out of this impactful learning experience.

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Your StoryTagger workflow

Live programme

Secure stakeholder buy-in		Design and build		Onboard cohort		Embed and engage		Evaluate

Communicate benefits and secure buy-in

Identify and brief key roles for design and delivery

Agree programme goals and create a brief

Design campaign to meet goals and milestones

Design topic level interactions including prompts and timings

Finalise delivery and comms plan to embed ST

Onboard new admins

Build campaign and make it 'Live'

Include activities and purpose in cohort onboarding

Invite facilitators to record their welcomes

Include user guide and demo video in kick off or virtual launch

Invite cohort to campaign

Set reminders to nudge cohort to record before deadline

Reinforce value in first live session

Roll insights into live programme

Signpost next activity and follow up

Set reminders to nudge cohort to record before deadline on subsequent activities

Review success metrics and learner feedback

Use videos to demonstrate impact and advocacy

Capture good practice for continuous improvement

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● Logistics Lead typical responsibilities

1. Get ready for launch

☑ New to StoryTagger? Arrange an onboarding session with an overview of the platform and how to set up your campaign. Your facilitator or programme lead will share a *Design and delivery plan* which is your StoryTagger blueprint for the campaign build and ongoing management.

☑ Complete your campaign build. Just follow the key instructions in your *Design and Delivery Plan*. StoryTagger will shadow you through the campaign build and review it before you go 'Live'.

☑ Set up everything in advance to match your programme milestones including topic autopublish timings and deadlines.

☑ Add yourself to the campaign and try out the user experience yourself.

☑ Add facilitator to record welcome video and make it 'Live' before you invite the cohort.

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Top tip: Use the 'Design and Delivery Plan' as your blueprint

Messaging tips to land it well

A great cohort onboarding experience will pay dividends. Follow the advice on the next page and consider the language you use in the kick off and throughout the programme.

- Focus on value, learning transfer and how StoryTagger will help your cohort embed and apply their learning
- Talk in terms of reflecting and sharing stories and insights not recording videos. This helps people lean in and feel more comfortable. StoryTagger and the prompts you've set will guide them to share something genuinely valuable!
- Consider psychological safety. Factor this in during the design phase and reinforce in the onboarding call in terms of what you're asking people to share. Who's going to see what and why?
- Laser in on first activity and deadline to help people get started. This is typically an 'Intro' story to be shared before the first live module or event.

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2. Onboarding your cohort to StoryTagger

☑ Tailor and share the StoryTagger cohort user guide for this programme and a short training demo video as part of your onboarding materials.

☑ Include StoryTagger user guide (it doubles up as helpful slides and language to refer to) and play the training demo video during your virtual kick off event.

☑ Add user guide and training demo video to a central online space for the cohort to reference.

☑ Upload cohort names and email addresses to your StoryTagger campaign(s) using the CSV template. This will trigger a system email invite when the topic goes 'Live'.

☑ Make sure system emails are received if you're working with an external customer and people have the flexibility to download apps on work devices. Whitelist storytagger.com if needed - although rarely required.

Top tip: Do the groundwork upfront for a successful launch

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6

3. Integrating StoryTagger into live modules

☑ **Check the live learning environment - before the first residential or onsite event**
- Make sure there is a good mobile signal or WiFi connection at the venue plus quiet spaces for the cohort to record their stories.
- Make sure everyone has the app installed as part of any housekeeping.
- Remind cohort to bring earbuds / head mic if sharing their stories in public spaces.

☑ **Options to show cohort stories in live sessions
- participants watch stories independently plus hero them in the session itself**

- Assemble playlist before the day
- Use Campaign Manager dashboard on StoryTagger if informal and small group
- Drop MP4s into a PPT - this plays well for a big screen
- Compile a list of story URLs to open in web browser windows
- Play a simple montage on a big screen (ask StoryTagger if you need help with this)
- Hold a watch party (break outs or all-in-one) to view stories together and generate debate

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Top tip: Always show something meaningful happens as a result

4. Ongoing management

☑ Communicate with your cohort about storytelling activities and make sure they complete their stories on time.

☑ Factor in nudges and reminders, especially if the deadlines for stories fall between live sessions. You can set system reminders on StoryTagger but always top these up with your own cohort comms and updates.

☑ Make sure your programme facilitators and coaches continue to watch and respond to stories and insights coming in throughout.

☑ Continue to embed in live environment - bearing in mind places to record and mechanisms to watch especially if you're operating across different venues.

☑ If sharing stories or teach backs with the customer / sponsor make sure these are available and packaged in an accessible format and ready on time.

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Top tip: Keep an eye on deadlines and consistent comms

8

Questions?

The StoryTagger team is here to help

support@storytagger.com

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