

HOW TO RUN a Story Mode Writers Room

Together, a few colleagues can exchange useful feedback to make content-in-progress even stronger. To make it happen, **fill in the light orange boxes and use this as your guide.**

1. INVITE your colleagues

Choose 2 to 4 people who will join you.

Plan to use 15 to 20 minutes workshoping each person's content, plus 10 minutes to open and close the session. (4 people = 90 minutes)

2. SET expectations

To be sure everyone's prepared, **copy, paste, and modify this info** for your meeting notice:

Please join me for a Writers Room, where we'll work together to make our content even better.

- ***Bring one draft to discuss and improve. Better yet, share it with us in advance.***
- ***Be prepared for your content to be read aloud—either by you or by another participant.***
- ***Come with an open mind, and plan to ignore all distractions while we're together.***

3. CHOOSE a warm-up prompt

A Writers Room starts with a short writing exercise to shift everyone into creative gear. In advance, choose your prompt from our list, or invent your own.

4. MANAGE time and tone

Whether you meet in a physical or virtual Writers Room, the goal is to move the conversation in a constructive, creative direction—and to end on time. As host/facilitator, you can **follow this agenda:**

3 minutes to warm up

Don't skip this! Have everyone write a long-hand response to your chosen prompt. Share if you have time. If not, just write, smile, stretch, and get started.

15-20 minutes to workshop each person's content

- Someone reads the content aloud.
- Author listens and takes notes while others answer the questions "What sticks?" and "What are the opportunities?" (Tell authors to welcome ideas, not defend choices.)
- Everyone translates and simplifies corporate-speak, helping one another avoid the *C.R.A.P. trap*.

7 minutes for action planning

Ask each person to commit—out loud—to the steps they will take to improve their content.

List the 2-4 colleagues you'll invite:

Your chosen warm-up prompt:

What's C.R.A.P.?
Corporate Rhetoric
And Pomposity.
Get rid of it!

