



COMMUNICATING CHANGE MADE EASY

The Five Steps to a Compelling
(and Convincing) Testimonial



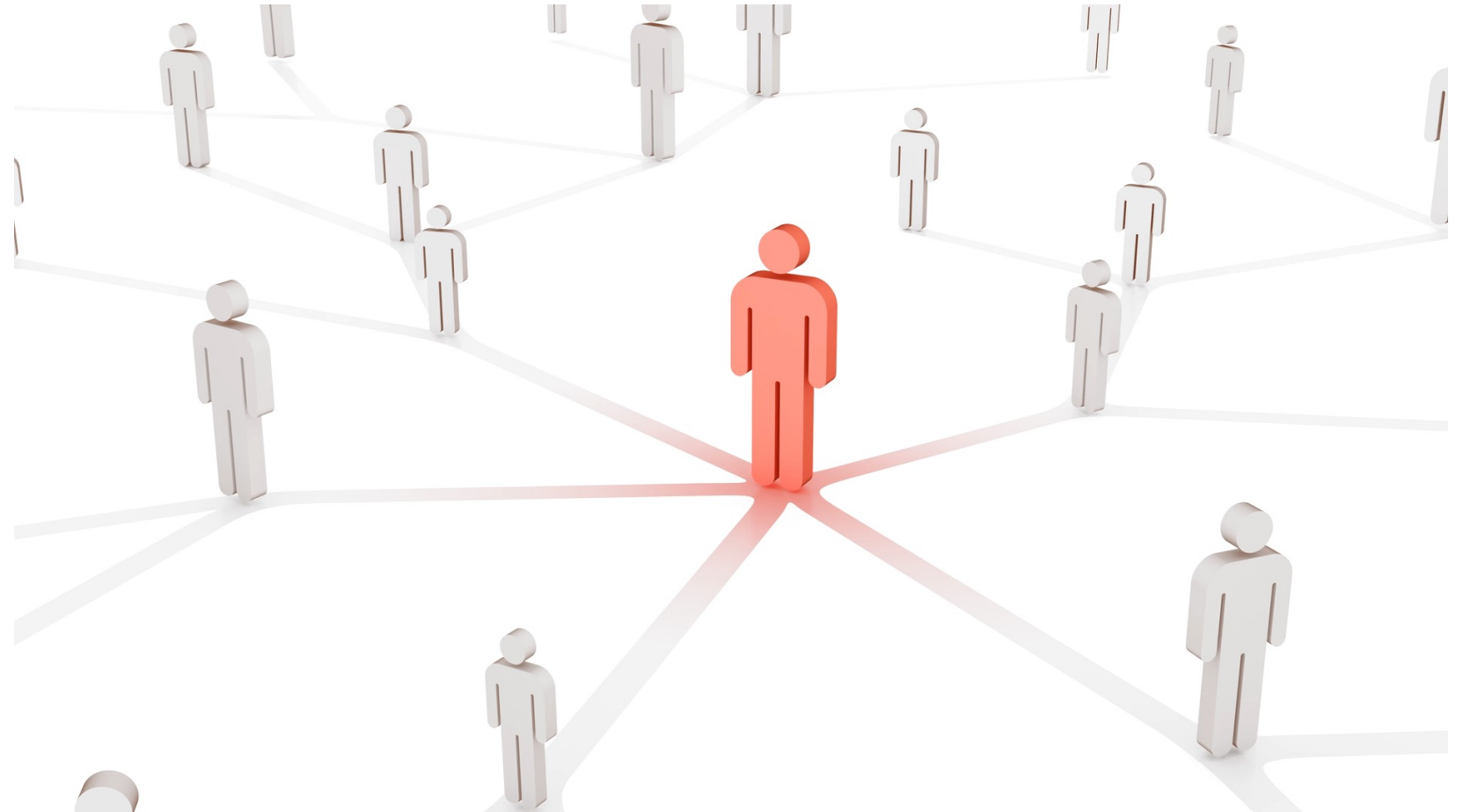
Tom Bullock,
Chief Storyteller
Scrum Inc.

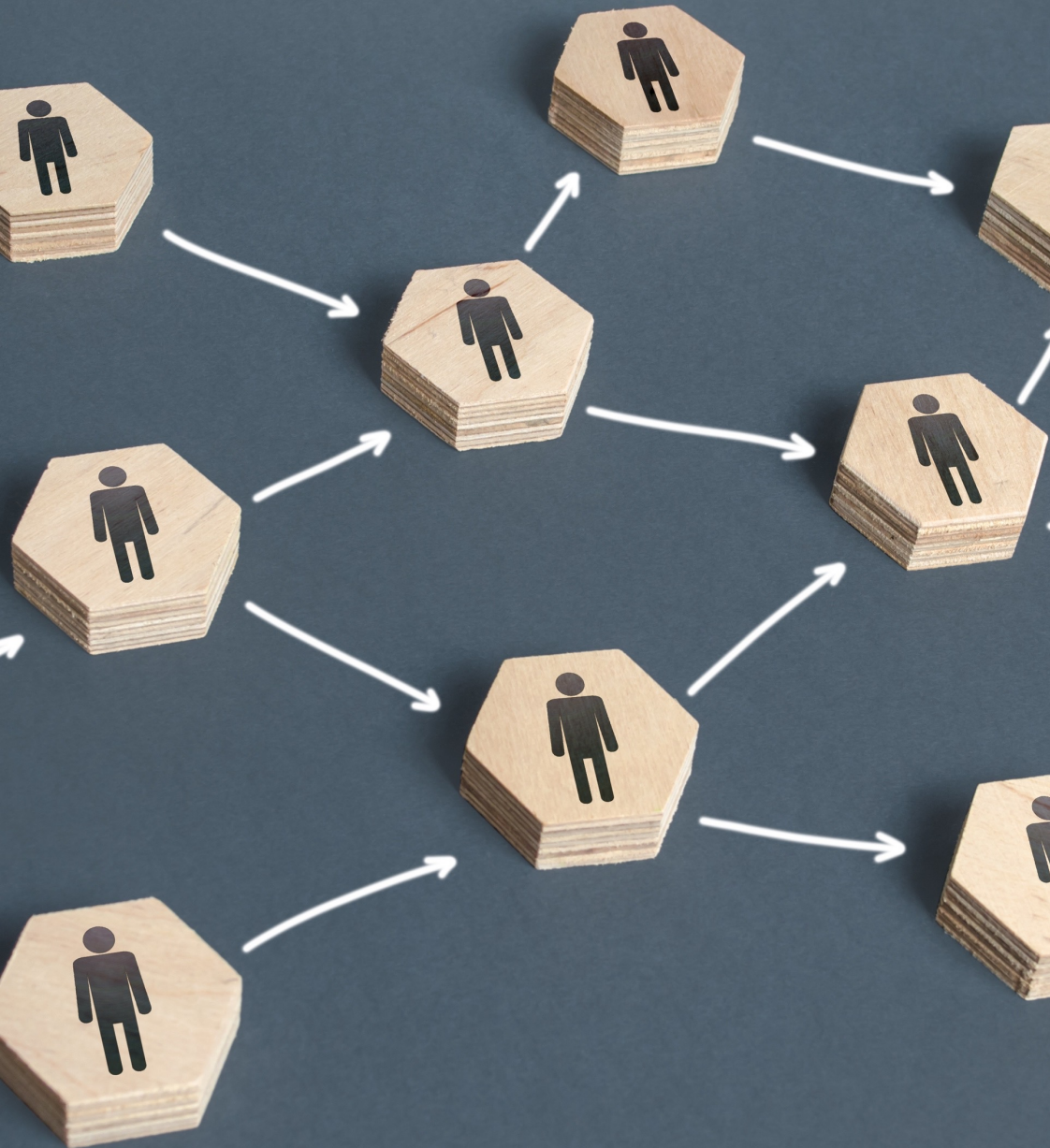


McCaul Baggett
Chief Agile Officer
CAVU

**Social
Contagion**

**A Virus for
Good**





Why Focus On Testimonials?

They are an effective way to kick off a social contagion. Testimonials are:

- A form of social proof
 - Relatable
 - Persuasive
 - Universally effective
-

STEP 1: **KNOW**

As in **KNOW** what it takes to make a compelling testimonial.

- **A Story**
- **Context**
- **Connection**

WARNING:

An effective testimonial needs more than a quote!

“It may take a little blind faith to start your Agile journey (but) the pieces will make sense. The teams will deliver more, you’ll accomplish more, and everybody will love what they’re doing.”

– Karen Powers, Digital Product Manager for Supply Chain Management and Worldwide Logistics, John Deere.

STEP 2: THINK

As in **THINK** ahead to maximize your potential audience and impact.

- **What can I get?**
- **How can I distribute it?**
- **What does the audience want?**

WARNING:

Don't be distracted by the "bright and shiny"

Create Multiple Communications Increments (Or Sets) From The Original Source Material:

EXAMPLE: a single, recorded video conference interview can be repurposed into:

- **Micro video content**
 - **Written content**
 - **Podcast content**
 - **Powerpoint**
 - **Infographic**
 - **Pull-quote**
 - **Social content**
 - **Poster/physical assets**
-

STEP 3: GET

As in **GET** the story.

Basic Template

| Scenario | Challenge | Approach / Action | Outcome |
|----------|-----------|-------------------|---------|
| | | | |
| | | | |

STEP 4: GROUND

As in be **GROUND**ED. Write for reality and relatability.

- **Clear**
- **Connect**
- **Build Trust**

REMEMBER:

The power of micro-lessons AND/OR full stories

Effective Trust Techniques

- 1 **Peer-to-Peer Communication**
This is the gold standard
 - 2 **Be Realistic and Transparent**
Not 'toxically positive'
 - 3 **Statistics Alone Don't Change Minds**
Use them to bolster an argument, not to win one
 - 4 **Reinforce Your Message**
Embrace repetition - multiple examples build trust and impact
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STEP 5: GROW

As in **GROW** awareness of the change and the benefits.

- Here is where Step 2: **THINK** pays off
- Once is **NEVER** enough

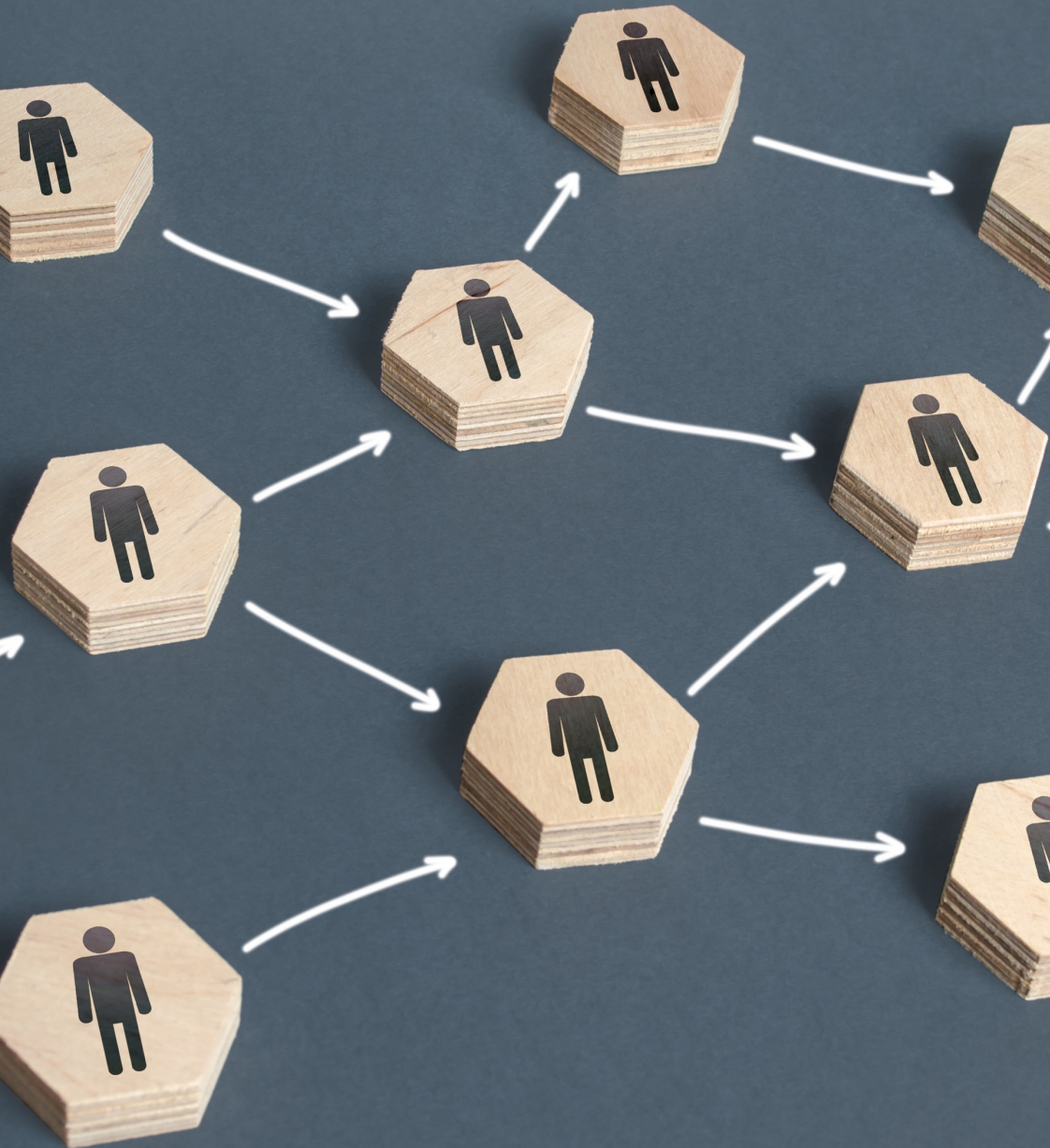
WARNING:

Don't fall into the "SPAM FEAR" trap

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5 Steps for a Compelling (and Convincing)

Testimonials:

- Step 1: **KNOW**
 - Step 2: **THINK**
 - Step 3: **GET**
 - Step 4: **GROUND**
 - Step 5: **GROW**
-

