COMMUNICATING CHANGE MADE EASY

The Five Steps to a Compelling (and Convincing) Testimonial

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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.

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.
STEP 4: **GROUND**

As in be **GROUNDED**. Write for reality and relatability.

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

**REMEMBER:**
The power of micro-lessons AND/OR full stories

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**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
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