“TELL THE BEST STORY”

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APWU HEALTH PLAN

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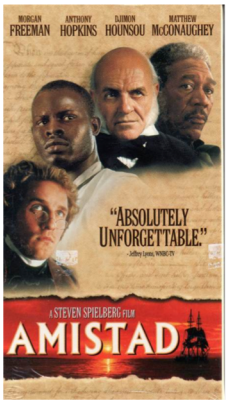
33rd Annual Open Season Seminar

What Makes a Great Storyteller?

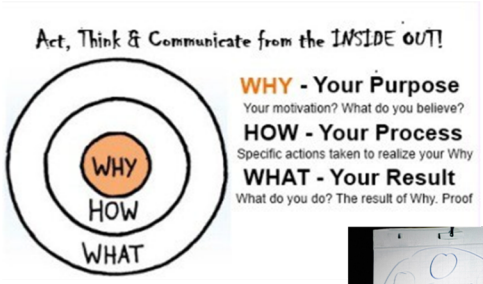






- What are the important points in the video?
- How does this relate to you telling your own "What's My Story" about the Health Plan?

Simon Sinek “Start with Why”





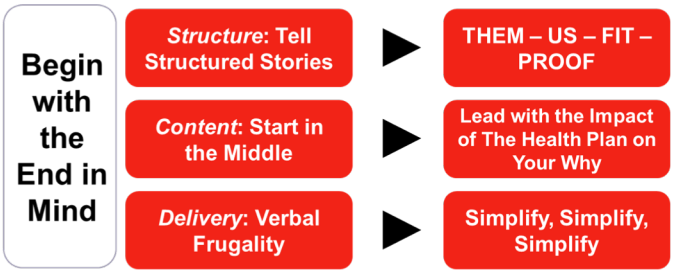
Be the Great Explainer



Be the Great Explainer



Guidelines for Telling Effective Stories



The 2-Minute Story Framework

- What's Your Why?
  - What was your need that The Plan impacted?
- So What?
  - Why was it important to you or your family?
- What's the How?
  - How did the Health Plan impact your Why?
- What's the What?
  - What element/coverage/benefit of the Health Plan enabled your Why to be met?
- Ask the subscriber/prospect "What's YOUR Why?"
  - This transitions to the needs conversation

The "So What?"

- "So What?" – The Outcome for You
  - What was the impact or value of having / using The Plan?
    - Impact to family/beneficiaries
    - Impacts you should stress
      - Convenience
      - Level of customer service
      - "The Plan" has my back
        - Access to Health Plan management
      - Financial Impact, but not exclusively financial impact
      - Options – High Option, Consumer Driven
        - Wide network of providers
          - Over 1,000,000 providers

The How

- Relate how the Health Plan delivered the value to you or your family
  - How were you/they helped?
  - What did it mean in terms of protecting your health?
- Stay focused on Impact, not on Benefits or Coverages

The What?

- What were the specific elements of the Health Plan that provided the outcome to you or your family?
  - Benefits and coverages
  - For example:
    - High Option or Consumer Driven
    - Specific Benefits
      - Diabetes coverage
      - Smoking cessation
      - Weight Management
      - Other coverages

The Beginning and The End

- The Beginning
  - Situation/backdrop
    - Frame the situation
    - Not too many details - concise
    - Why is it relevant to the other person?
- The End
  - Transition to the conversation: “How does this story relate to their situation?”
  - Ask them for “Their Why?”

Example Stories

- What were the key points of their story?

- How is this important for a subscriber or their dependents?

- How can I use this to tell “My Story”?

Activity: What's Your Why?

- You will work individually and in small groups for this activity

- As an individual, in the space provided on the next page in your handout, write out Your Why
  - Why do you need/use the Health Plan
    - Who benefits?
    - What are their needs?
    - Why is that important to you?

- In small groups, share each other's "Why?"

- Discuss them in your groups

Activity: Develop Your Story

- You will work individually for this activity
- Think about how the Health Plan impacts you and your family
- Develop “Your Story”
- Use the outline on the following page
- Customize your message
- Be prepared to deliver your story to your teammates

Activity: Develop Your Story

- What's Your Why?
  - What was your need that The Plan impacted?

- So What?
  - Why was it important to you or your family?

- What's the How?
  - How did the Health Plan impact your Why?

- What's the What?
  - What element/coverage/benefit of the Health Plan enabled your Why to be met?

- Ask the subscriber/prospect "What's YOUR Why?"
  - This transitions to the needs conversation

Activity: Tell Your Story

- You will work in three-person teams for this activity
- Divide your trio this way:
  - One person is the HPR and tells their story
  - One person is the prospect and responds
  - One person is the coach providing feedback
- Take turns telling Your Story to the person playing the prospect
- The person coaching will provide feedback on the story and how it was delivered
- Rotate through your three person team