

Defining your Webex success story

Stand up and share your success

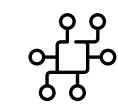
People love to hear about success, especially when it involves their colleagues. Success stories can be just as valuable as metrics when you're demonstrating value throughout your journey. Identify those big and small wins to demonstrate cross-functional collaboration and teamwork, then share them far and wide to generate that buzz.

The aim here is to highlight the small wins. Focus on one team, one department, and talk about their efforts. Or concentrate on a group of people with one specific problem and say how the technology solved it. You want to know about the marketing department adopting Webex, and the impact it's had on their everyday working lives. Learn about how Webex helped an HR campaign achieve its goal to have people home in time for dinner each day.

Insider tip:

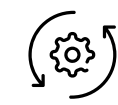


If you can add pictures to enhance your story, even better.



Use the story "spine" method to help you be the best storyteller you can be.

First, think about these questions:



Why must you tell THIS story?



What greater purpose does this story serve?

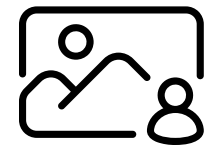


What can others learn from it?



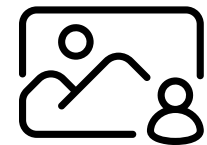
What makes this the most compelling story you must tell?

Success story spine



The story spine	Structure	Function	Success storytelling
Once upon a time...	Beginning	The story is introduced, and the routine of the main employees, teams or departments is established...	Introduce the company, team or department. Tell us what their everyday working lives are like. Where are the pain points?
Every day...			Think about the decision that was made and the impact that had at first.
But, one day...	The event	The routine is broken by a decision or change...	What was the business driver for change? Was there a focus on cost saving? Employee well-being? Or something else?
Because of that...	Middle	What are the consequences of having broken the routine or making a change? How is this impacting the people in the team or department?	Think about the decision that was made and the impact that had at first.
Because of that...			How did this change start to impact the daily working lives of your people?
Because of that...			What was the point of realization for your people? How did the use case come to life?
Until finally...	The climax	What did that success or failure look like?	What was the outcome for the company, team or department? How did it make them feel or react?
And, ever since then...	End	What is the new normal now?	What was the business value delivered? What does the new way of working look like?

Success story spine completed example



The story spine	
Once upon a time...	There was a global company called ACME with 6000 employees spread over three continents. Its projects were various and fast-moving.
Every day...	Employees traveled widely to meet and collaborate. To stay up to date with industry standards and latest developments, they had to regularly attend training – which was challenging to plan, costly, and time-consuming.
But, one day...	A decision was made to try and increase productivity and reduce travel expenses by 50%. Webex was rolled out to all knowledge workers in a 7-week launch program.
Because of that...	Webex was chosen as their collaboration solution, allowing people to meet more regularly from anywhere.
Because of that...	Employees in the field were encouraged to sign up to remote training sessions that they could attend from their home or remote office.
Because of that...	More people signed up for training than ever before.
Until finally...	Travel was reduced by 36% and productivity saw an increase across the board. Employees are happier too, as they can be home in time for dinner rather than spending nights away in hotels.
And, ever since then...	Internal and external interactions have been transformed, as employees can easily attend training without sacrificing their personal time or losing hours of productivity.