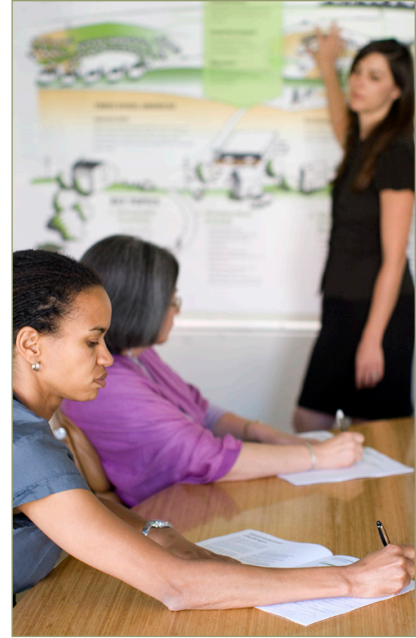


How Grove Storymaps Work

The stories that organizations tell about themselves—past, present and future—guide their collective actions. Storymaps make these narratives explicit and provide the framework for helping organizations acknowledge past contributions, understand turning points and explore future possibilities. Storymaps also work on a personal level by helping individuals see how their efforts connect to the bigger picture.

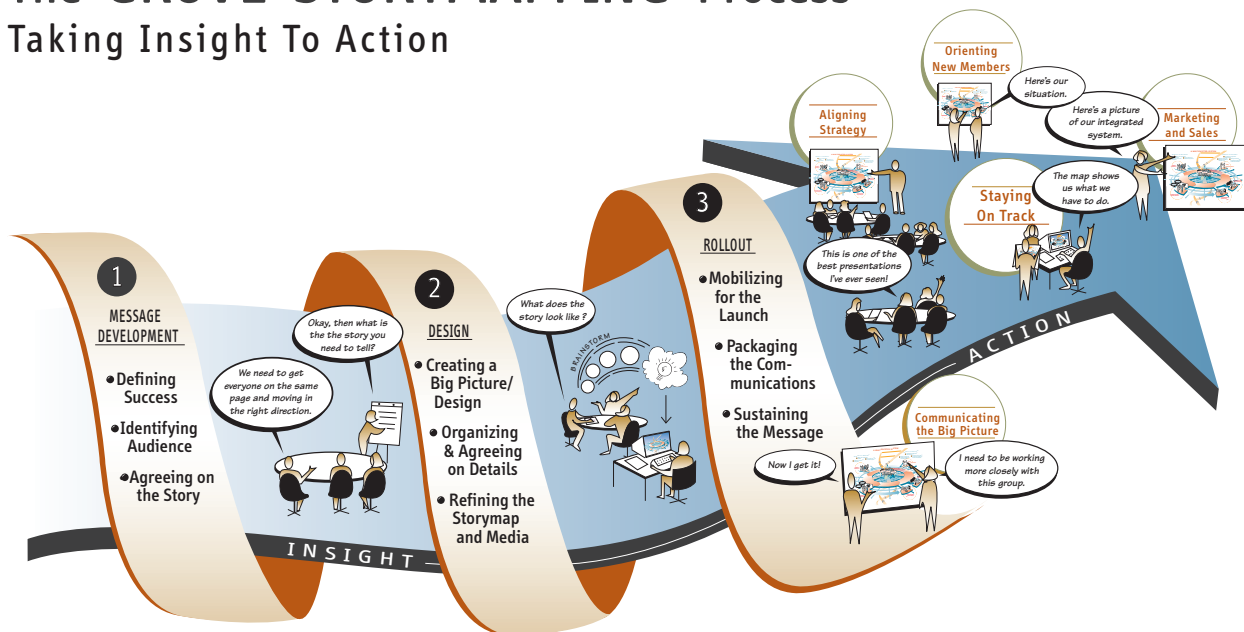
Storymaps empower leaders and other members of your organization to give stimulating and memorable presentations. Because they are more accessible and succinct than written documents or slide shows, Storymaps become “touchstone” documents by assisting in staff orientations, providing a reference for board meetings, and framing discussions throughout your organization during change processes.



For more information about Grove Storymaps, visit our online case studies at www.thegrove.com, or contact us at +1.415.561.2500.

The GROVE STORYMAPPING Process

Taking Insight To Action

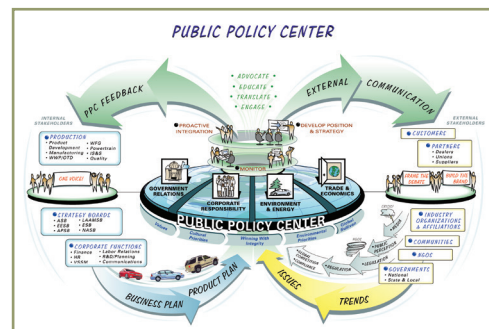
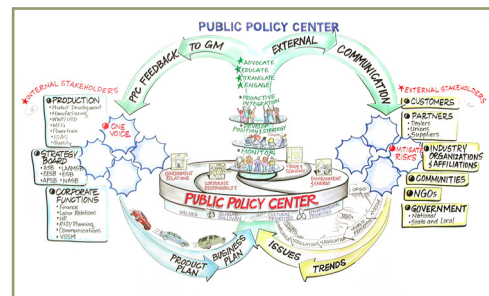
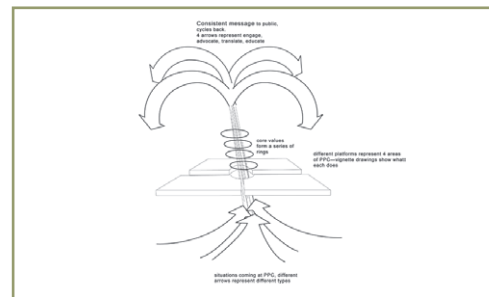


How The Grove Works With You

We begin the process by helping your organization get focused. This involves either facilitating data-gathering meetings or collaborating in one-on-one sessions. The resulting stories and images become the foundation for the work that follows.

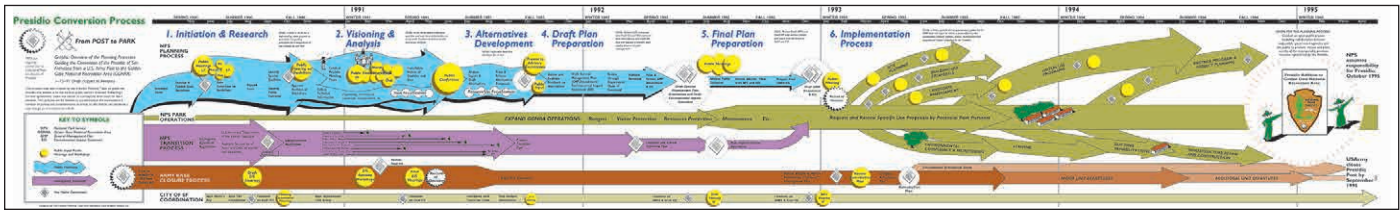
Next, information designers work with you to problem-solve creatively, crafting a concise graphic from your shared information. Together we explore imagery that best expresses your message—from simple drawings to rich, layered maps. As the design process unfolds we elicit stakeholder feedback in order to encourage communication and buy-in. This process emphasizes that the value of a Grove Storymap is as much in the collaboration as in the map itself. The customized maps are the final result of the change process enabling members of your organization to internalize and tell a consistent, compelling story.

Finally, The Grove helps you design a communication rollout to meet your organization's specific needs. Storymaps can take on many different forms—posters, murals, publications, digital formats—and can support various presentations and trainings.



Grove Storymaps™ Support Many Organizational Objectives

COMMUNICATING A TRANSFORMATION PROCESS



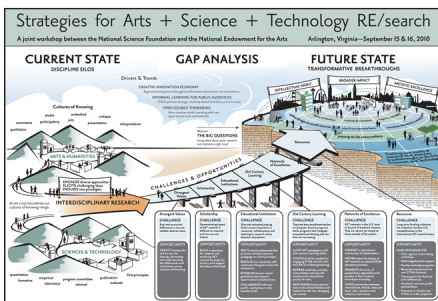
The **National Park Service** needed to communicate to a large stakeholder group a sense of organization and control over the transformation of a former U.S. Army base into an urban national park. This Storymap kept the visioning sessions The Grove facilitated well framed and coherent, and the various stakeholder groups aligned on the transformation process throughout the duration of the project.

BUILDING MOMENTUM FOR A NEW VISION



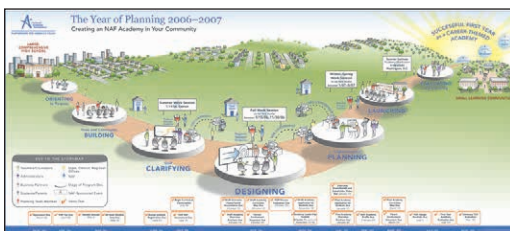
Sutter Health needed to bring alignment to and build excitement for its transformational vision. Completed in time for a 2,000-person management symposium, the “Destination 2012” map was a key component of the event. In addition to the CEO’s opening presentation, the map figured prominently in “strategy information booths” where cutouts of some of the map’s elements were turned into life-size displays. Using a Grove Storymap® as a vehicle to tell the story of Sutter Health’s vision helped employees understand the organization’s direction and gain enthusiasm for its new strategies.

ALIGNING STRATEGY



The Grove completed a Storymap representing a collaborative effort between the **National Science Foundation** and the **National Endowment for the Arts**. An international group of stakeholders—artists, engineers, computer scientists and institution leaders—gathered to discuss the current and desired future states of combining art, science and technology into new forms of cultural expression and scientific discovery. The purpose of the project was to develop and illustrate strategies to maintain U.S. innovation at the global level.

BRINGING TEAMS TOGETHER



The **National Academy Foundation (NAF)** needed to communicate an integrated process and provide an implementation plan and set of tools to Career Academy development teams in order to develop high-school career academies. The Grove helped NAF create an academy-development model and planning-process Storymap and Storybook that depict the integration of teams, academies and planning in an easy-to-understand format. Team members understood where they fit in the process and what was expected of them by reviewing the milestones displayed on the map.



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