

# STORYTELLING DIVECAMP : CASE STUDY (GLOBE TELECOM)



## Client

Globe Telecom is a leading full-service telecommunications company in the Philippines



## Participants

30 participants across HRBP, Change Mngmt, L&D, Comp & Ben and HR analytics



## Objective

To use Storytelling techniques to secure management buy-in for HR initiatives



## Scope

1 Divecamp cohort with 14 hours of learning; Engagement duration: 2 mo



## Recommendation

HR teams need to show the human impact of their programs to the leadership



## Format

Fully virtual; 7 sessions of 2 hrs each; 1 session per week



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## CLIENT ASK

“Our HR teams regularly propose several employee engagement initiatives to the management. I believe using storytelling methods in their pitch can help us engage management more effectively and get their buy-in.”

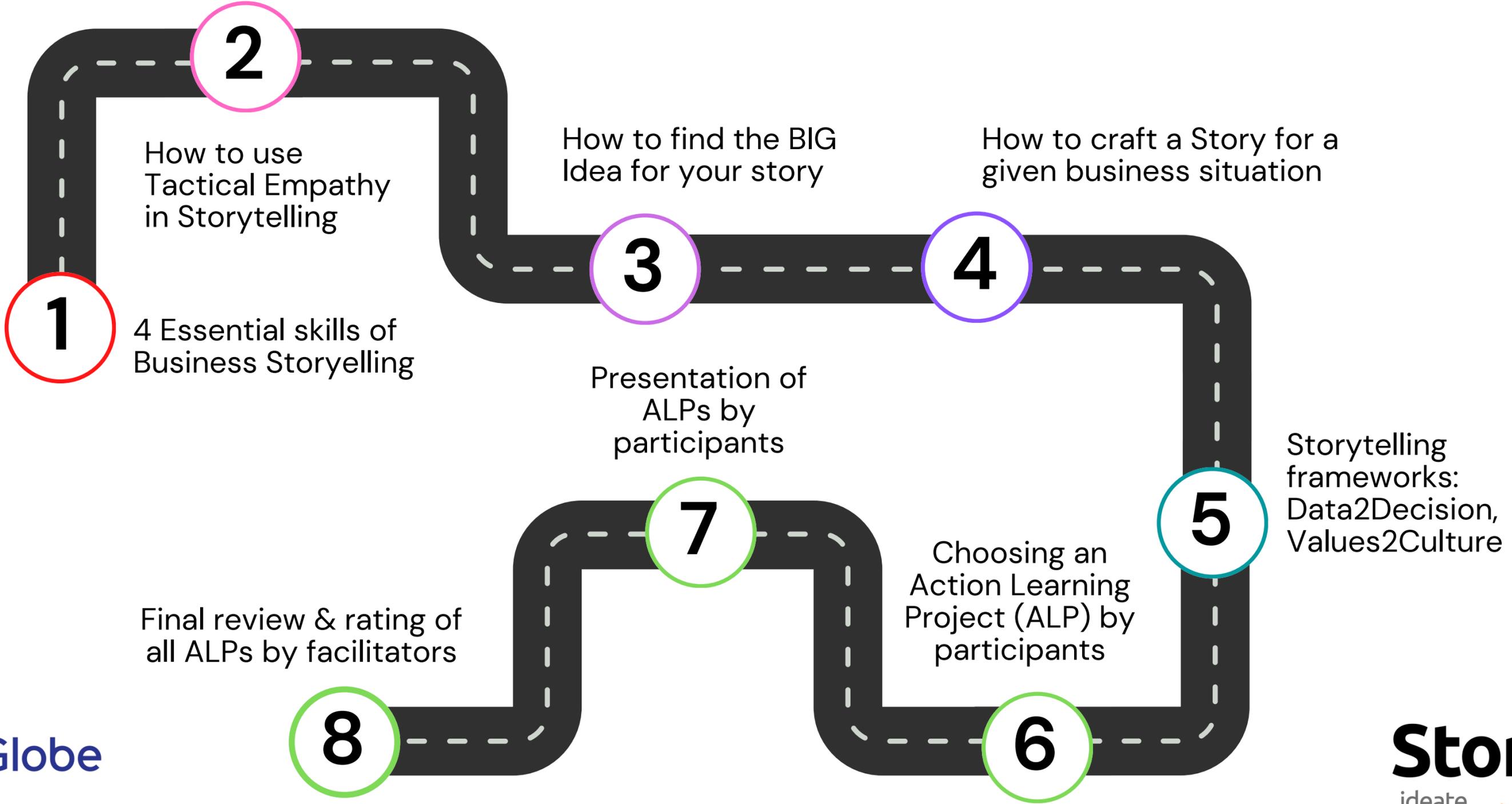
– Vice President and Head of HRBP, Change Management & Org Development COE Team



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# STORYTELLING DIVECAMP – FLOW



# STORYTELLING DIVECAMP – IMPACT

## Key takeaways

1. Understanding the importance of Empathy in impactfully communicating business ideas
2. Learning the 5-step Design Thinking based thought process of developing a story from a given problem statement
3. Application of Storytelling frameworks to specific HR use cases
4. Working on Action Learning Projects (ALPs) focused on achieving real business outcomes for the HR
5. Facilitator review of all ALPs submitted by the participants, based on 4 Storytelling Competency parameters

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