



Gabrielle Dolan Magnetic Stories

Connect with Customers and Engage Employees
with Brand Storytelling.

Part 2



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The Five Types of Brand Stories

As part of my research, I interviewed companies from around the world to determine what types of stories companies should share. The stories fell into five categories:

- **Creation**
- **Culture**
- **Customer**
- **Challenge**
- **Community**

The following video explains them in more detail.

[Click to play video](#)



Where to Share Brand Stories

Finding the stories is only one part of the process. You also need to share them.



Click to play video

Examples

Chapter - Ferguson Plarre

One of the companies I researched for the book was a fifth generation Australian owned bakehouse in Melbourne. They were quite creative with how they shared their stories and if you are interested you can download that case story [here](#).

Chapter - Columbia

A company that was creative with where they shared their stories comes from another fifth generation family owned company. This time it's Florida's oldest restaurant the Columbia. You can watch the video and download the case story [here](#).



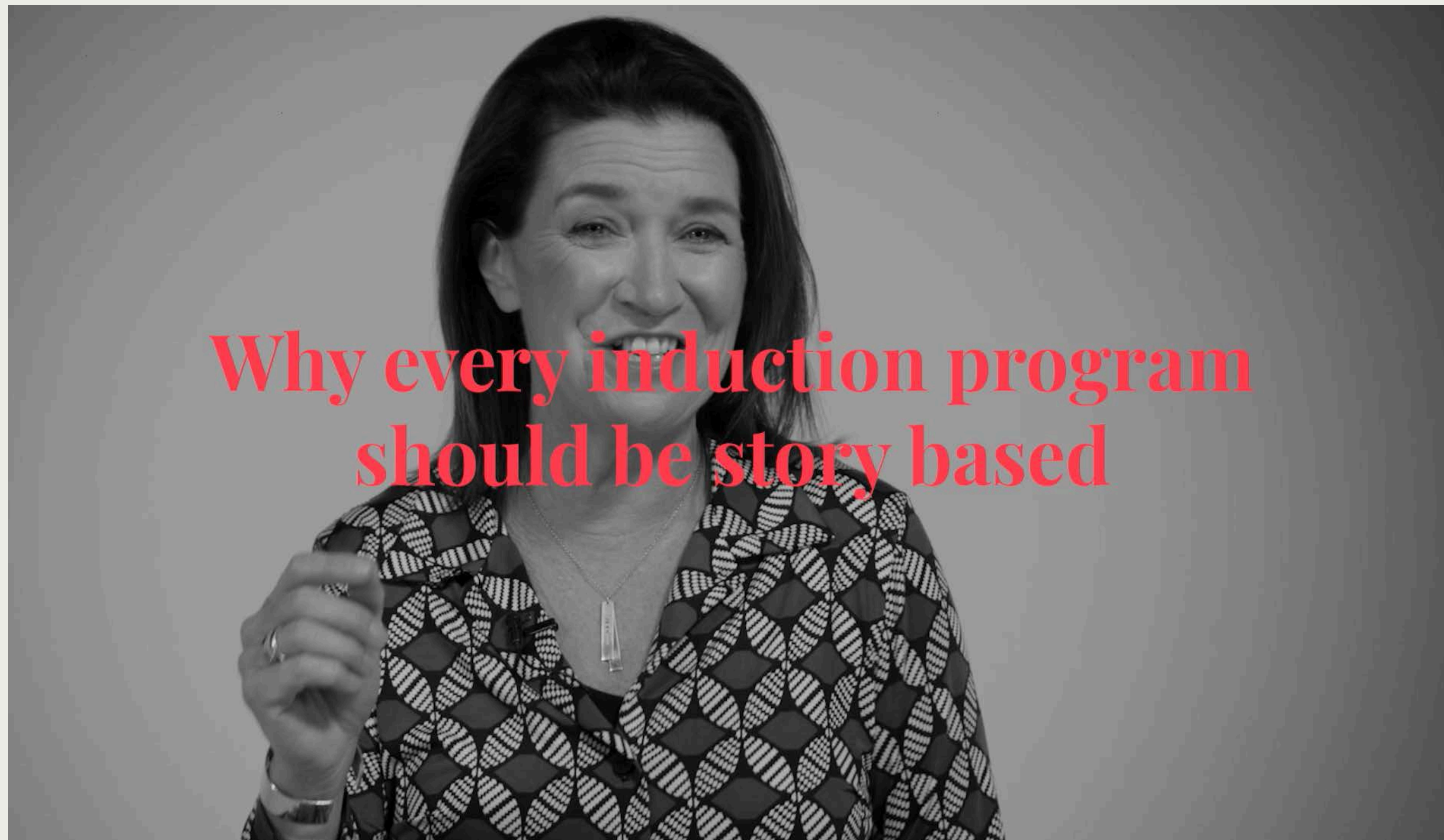
Storytelling lessons from the oldest restaurant in Florida

Click to play video



Story Based Induction Programs

Both *Columbia* and *Ferguson Plarre* used stories as part of their induction or onboarding program. This next video explains why every good induction program should be story based.



[Click to play video](#)



About the Author

Gabrielle Dolan can tell you a story or two.

In fact, it was while working in a senior leadership role at National Australia Bank that she realised the power of storytelling in effective business communication. Since that epiphany, Gabrielle has found her calling as a global expert on strategic storytelling and real communication.

A highly sought-after keynote speaker, educator and author, Gabrielle's extensive client list includes Telstra, EY, Accenture, VISA, Australia Post, National Australia Bank, Amazon, Vodafone and the Obama Foundation.

Gabrielle holds a master's degree in management and leadership, an associate diploma in education and training and is a graduate of the Harvard Kennedy School of Executive Education.

In 2024 she launched the successful podcast *Keeping it Real with Jac and Ral* that

consistently ranks well in the best business podcast charts. Episodes explore different topics such as personal brand, public speaking, energy management, negotiation and other great ways to keep you real.

Gabrielle is also the bestselling author of seven books. Her latest title, *Magnetic Stories: Connect with customers and engage employees with brand storytelling* was published by Wiley in March 2021 and debuted at number two on Australia's best-selling business books.

Bringing humanity to the way business people communicate isn't just a career, it's a calling. Her dedication to the industry was recognised when Gabrielle was awarded the 2020 Communicator of the Year by the International Association of Business Communicators Asia Pacific region. The ultimate expression of her passion for the cause is her Jargon Free Fridays global movement (jargonfreefridays.com).



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Books by Gabrielle

