

# Gabrielle Dolan

## Magnetic Stories

Connect with Customers and Engage Employees  
with Brand Storytelling.

### Part 3



[www.gabrielledolan.com](http://www.gabrielledolan.com)

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# Benefits

There are many benefits to sharing stories that you may have already started to realise by listening and reading the examples already provided. One particular example I want to draw your attention to is that of Sydney based gin distillery **Archie Rose**.

On Friday 20<sup>th</sup> March 2020 the government closed all restaurants and bars due to COVID-19. Archie Rose who have a bar at their distillery meant that their 15 bar staff would potentially lose their jobs. That, combined with the national shortage of hand sanitiser, resulted in the leaders at Archie Rose making an almost immediate decision that they would switch production from spirits to hand sanitiser.

This meant that they were one of the first distilleries to do this. And when I say immediate, I mean immediate. Within three days they had sourced bottles for the hand sanitisers, reconfigured their production line, created and printed labels, amended their insurance policies, and obtained additional federal production licences, plus they were abiding by all the legal and health requirements for the hand sanitisers and coronavirus work restrictions, to produce 7500 units ... in just three days.

The story had an instant connection and they were featured well over 50 times in press articles, TV and radio around the world, including Japanese TV and BBC radio.







This exposure was not the reason they did it, but, as Head of Marketing Victoria Tulloch said, it was ‘a welcomed yet unexpected by-product’. Victoria advised me that they have a very strong connection to their company values that drives their decisions, two of their values being innovation and quality. Because these values are so embedded in the way they work, they knew they could innovate quickly and to such a high standard.

They went on to produce 120 000 units until the supply had met demand before they reverted to producing spirits. They also created 30 jobs, meaning that their current 15 bar staff were continuing to be employed, along with another 15 locals they hired who had lost their jobs to the coronavirus restrictions affecting the hospitality industry.

The positive impact to their brand has been outstanding. Victoria advised that within four months of the story spreading about their hand sanitiser, they doubled their database from 50 000 to 100 000 contacts. Their social media platform grew by 30 per cent, and she believes that their brand awareness was accelerated by at least 12 to 18 months.

For a young brand this is a major win. I would also suggest they have generated some pretty strong employee engagement and loyalty along the way.

Showing how you can respond to a challenge for all the right reasons is a story that not only customers will connect with, but also employees.

# Example

## Chapter - Mekong Capital

Another company that has had amazing success with storytelling is *Mekong Capital* in Vietnam. Their success warranted an entire chapter in the book that you can read [here](#).





# How to Implement Brand Storytelling

If you are convinced on the need to implement brand storytelling into your organisation but not sure how to go about it, then the following two videos will give you an insight on how to do so. This is based on my 5-step framework to implement brand storytelling.







Have you heard the story about...?

Click to play video



How to implement brand storytelling

Click to play video



# Next Steps

As a first step you may want to assess yourself on where you are at with brand storytelling. You can complete a short assessment [here](#).

I have been working with companies since 2005 in helping them implement storytelling into their organisation. You can contact me to discuss your needs. Some of the things I can do are:

- Deliver an entertaining and educational key note at you next event.
- Conduct tailored in-house training to educate your people on how to find and share stories that can and engage and connect with your employees and customers.

Both key notes and training can be conducted in-person or virtually.

You can also order bulk purchases of Magnetic Stories: Connect with customers and engage employees with brand storytelling and receive significant discount for orders over 500.

Contact us by calling **+61 3 8383 2128** or send an email to [enquiry@gabrielledolan.com](mailto:enquiry@gabrielledolan.com).



Click to play video





I will leave the last word on the power of stories to Tyrion Lannister from the final episode of Game of Thrones. By the way, I have never watched an episode of, which is obvious because after filming was complete on these videos, I was advised that I mispronounced his name ...as you will no doubt notice if you are a Games of Thrones fan.



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](http://jargonfreefridays.com)).





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## Books by Gabrielle

