



## Human Truth Workshops

These workshops are centered on **applied social sciences** and the **understanding of human behavior**, both keys to unlocking the needs and desires of consumers. They are designed for the eternal student who aspires to become a better storyteller, to ask better questions, to discover the secret life of insights, or to better understand the irrational choices humans make.

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### The Power of Human Truth

#### **GETTING BEYOND THE SAY/DO GAP CHALLENGE TO CREATE MORE “AH-HA” MOMENTS**

People often say one thing, but do another and aren't able to explain why. Knowing why people do what they do is essential to success if you seek to motivate or change behavior. But it requires the ability to see deeper into a situation - beyond the obvious - to expose an insight and reveal the truth.

Teams will learn methods and techniques for framing and sequencing inquiries that lead to deeper, unbiased insight. They will further examine how we think about the nature of the inquiries and the way we conduct research to ensure human truths are revealed that drive clear and concise strategic directions.

### A More Beautiful Question

#### **DISCOVERING THE LOST ART OF QUESTIONING FOR DRIVING BREAKTHROUGH THINKING**

Questioning is critical to the development of human understanding and the capacity to create successful strategies. But as organizations mature, the number of questions we ask declines drastically as does our ability to query and innovate.

Developed in partnership with journalist and innovation expert Warren Berger, this workshop explores the lost art of questioning to spark new ideas that lead to great strategy and innovation. It is an examination of how to use questioning as a tool, a process and a mindset to pursue change and cultivate new and fresh ideas in an organization. Teams will explore the idea of reviving our beginner's mind and resetting our mental models around when, why and where we should be asking questions.

### The Skill of Storytelling

#### **EXPLORING THE FUNDAMENTAL TECHNIQUES AND POWER OF STORY**

We are consistently challenged with answering questions in a way that resonates with our colleagues and truly impacts our business. Crafting a story from data is a critical skill for generating and sharing knowledge. This session explores the various elements of storytelling, shares best practices from all walks of life, and provides participants with opportunities to apply these principles. Teams will learn why storytelling is an effective tool for business professionals, the essential components of a story, and how to apply storytelling to their roles within their organization and to consumers craving an emotionally rich narrative.

### The Business of Behavioral Economics

#### **AN INTRODUCTION TO THE HUMAN INTENTION/ACTION GAP & THE INTERVENTIONS THAT DRIVE BEHAVIOR CHANGE**

Why don't people save more money, engage in healthy behaviors, and, more generally, make better choices? There are dozens and dozens of cognitive illusions that obscure the truths behind human behaviors, and the study of these hidden truths inspired the science of Behavioral Economics. Teams will learn the common and most practiced behavioral economics principles, how they relate to sparking behavior change and, more importantly, how they can be applied to business, marketing, healthcare challenges and more.

### Essentials of Empathy

#### **THE POWER OF WALKING IN SOMEONE ELSE'S SHOES**

Understanding and sharing the emotions of others creates empathy. This workshop will push participants to identify their conscious and subconscious biases on a customized topic. To build empathy and appreciation for those they serve, creative and interactive exercises are designed to help teams learn how to recognize and compartmentalize these biases as separate from the experiences of others. Participants will also learn to truly immerse themselves in someone else's story in order to reach business decisions that meet the needs of their customers.

### Storycasting

#### **STRATEGIC PLANNING THROUGH THE LENS OF STORY**

Creating a vision for a brand requires a meaningful connection between the here and now and the future—where the brand, organization or team is presently and what is possible down the line. Leveraging the powerful framing tools that story provides, and anchoring in the deep human truths uncovered through research and listening, this workshop will help participants build a strategic plan that is actionable, relevant, and a meaningful source of direction for the broader team.

### Live Knowledge Mapping

#### **CHARTING KNOWLEDGE TO GAIN CLEAR STRATEGIC DIRECTION**

Live Knowledge Mapping is an interactive facilitation process designed to surface key facts, hypotheses, and guesses in order to plot a comprehensive map that identifies truths, the knowns and unknowns, burning questions, opportunities to explore, blind spots, gaps in knowledge, and cognitive biases that are influencing strategic decisions and directions. Teams will gain experience with the technique, learn its efficacy, and learn to work with cross-functional teams by sharing and hearing ideas. Teams will also align around key objectives and next steps, and walk away with a cohesive learning plan to galvanize their broader organizations.

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