

**QUICK TIPS**

## 3 storytelling techniques guaranteed to captivate your employees.

What do renowned public speakers, Fortune 500 brands and New York Times bestsellers have in common? They're all amazing storytellers.

As a health & wellness leader, you can use your own company's success stories to inspire other employees to reach their goals. Here are three essential ingredients for telling a wellness story that motivates your participants to achieve great things.

**Make your “characters” vivid.**

Create a story that illustrates an individual's clear and specific goal. For example, “Dennis wanted to lose weight” is fine. “Dennis committed to losing 25 lbs in time to walk his only daughter down the aisle” is better. Painting a portrait allows other employees to feel an emotional connection to that person and apply that motivation to their own wellness goals.

**Make the details relatable.**

Think about real challenges your employees face—such as not having enough time to work out—and share a story about how someone else overcame it. Watching their peers reach a similar goal makes it feel more attainable.

**Create a beginning, middle and end.**

Like any good story, a success story needs a compelling arc: Think Challenge, Solution, Results. First, set up how your protagonist's wellness journey began, and what the problem was. Next, highlight how that person tackled their issues—perhaps office yoga classes, a subsidized Fitbit tracker or taking walking breaks with co-workers. Finally, end with a climax: Celebrate the individual's accomplishments, and inspire others to make positive changes of their own.

Want to enable your company to take steps toward better health?

Learn how Fitbit Health Solutions can help by visiting [www.healthsolutions.fitbit.com](http://www.healthsolutions.fitbit.com).