



2018  
International  
Conference

# 4-Dimensional Storytelling for B2B Audiences

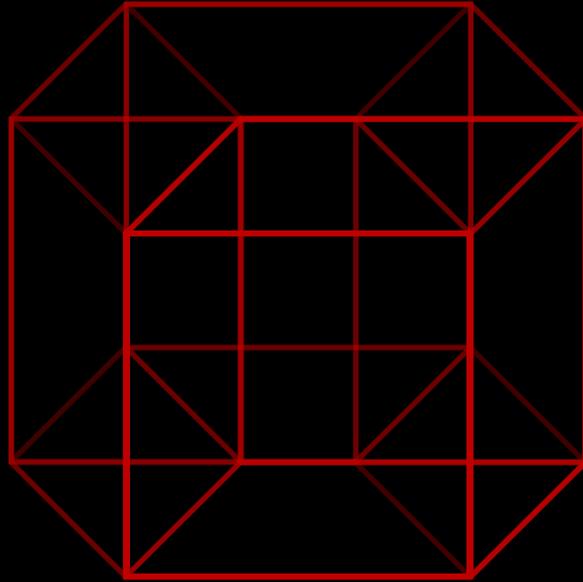
How to Engage the Imaginations of Accountants,  
Engineers and Other B2B Buyers.

**COMMUNICATIONS**

AUSTIN, TEXAS  
OCT. 7-9

BIG IDEAS.  
BRIGHT FUTURE.

**CONVERGENCE**



# 4-Dimensional Storytelling for B2B Audiences

@GodfreyB2B



**Steve Graham**

*Director of Public Relations, Godfrey*



**Scott Trobaugh**

*Vice President, Executive Creative Director, Godfrey*



**Travis Macdonald**

*Creative Director, Godfrey*

# Before We Begin

- Keep that silenced cell phone close
- Feel free to tweet [@GodfreyB2B](https://twitter.com/GodfreyB2B)
- Questions? [question.godfrey.com](http://question.godfrey.com)
- Audience participation is encouraged

Once upon a time,

(Yesterday)

Once upon a time, in a land not  
too far away...

(a boardroom)

Once upon a time, in a land not  
too far away...

(a ~~boardroom~~ bored room)

WHY?

Because





# Origin Story of Stories













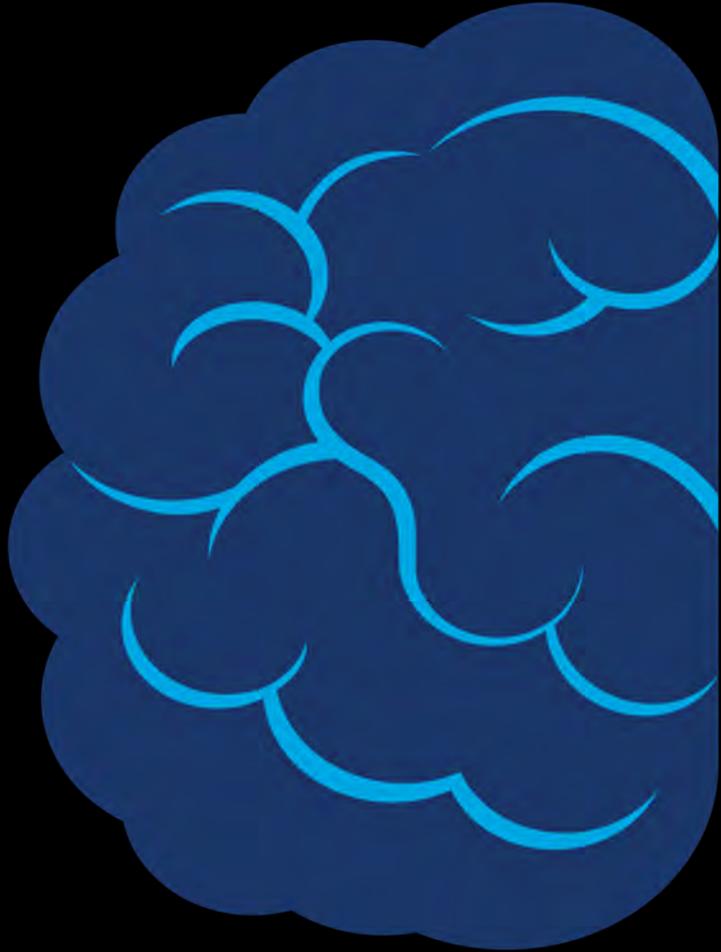






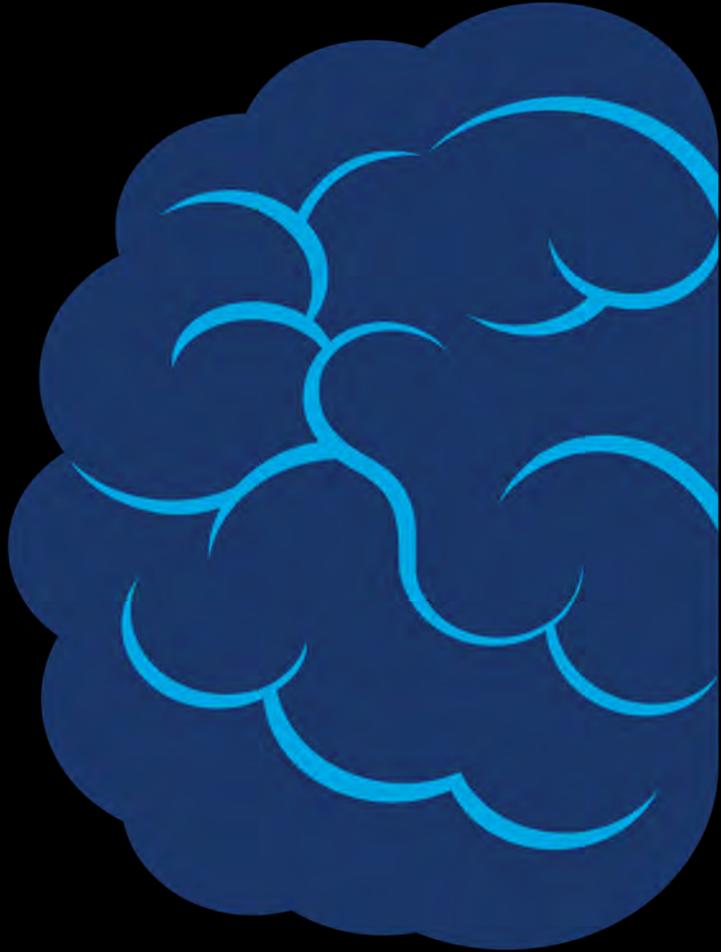


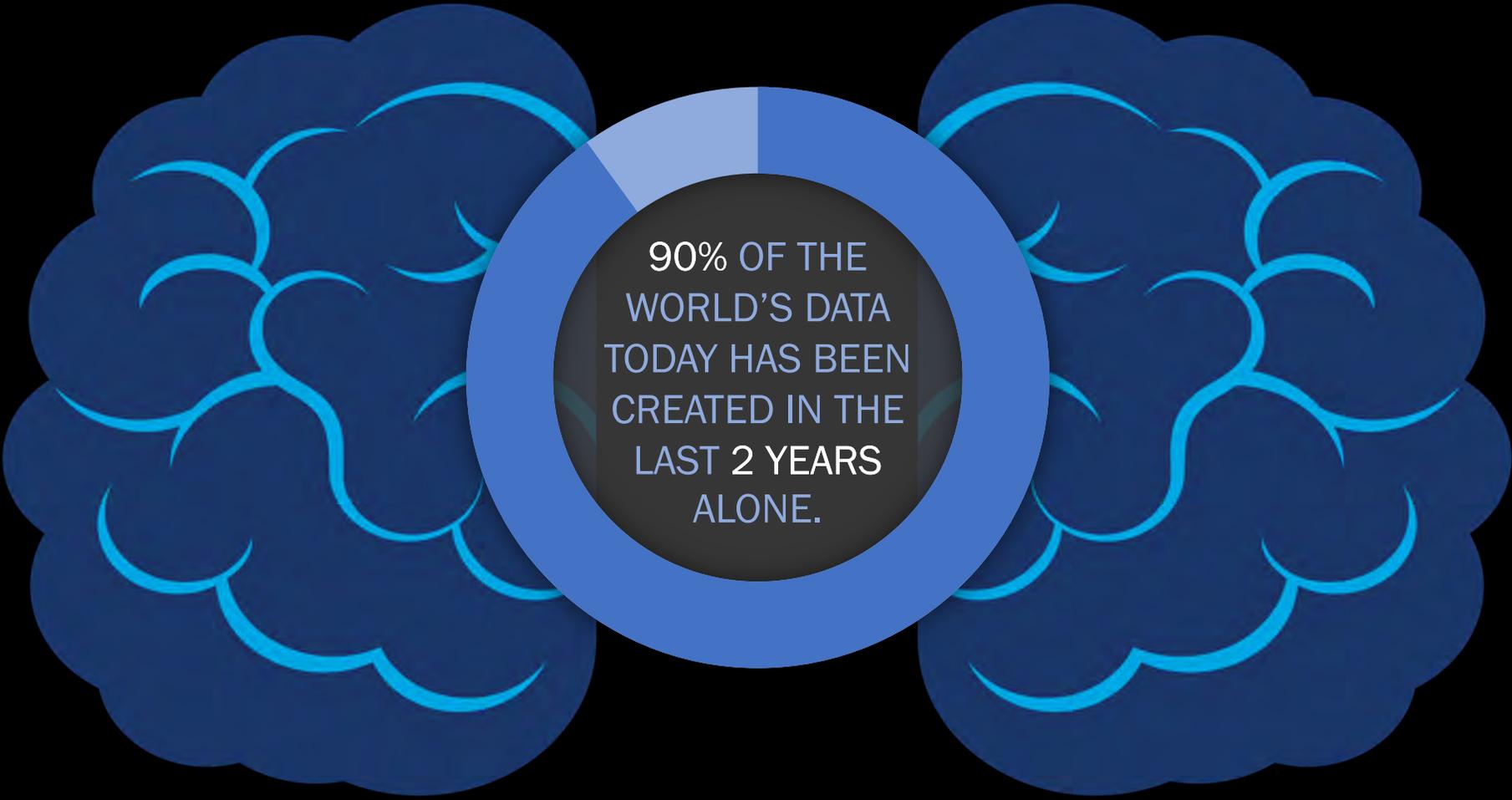






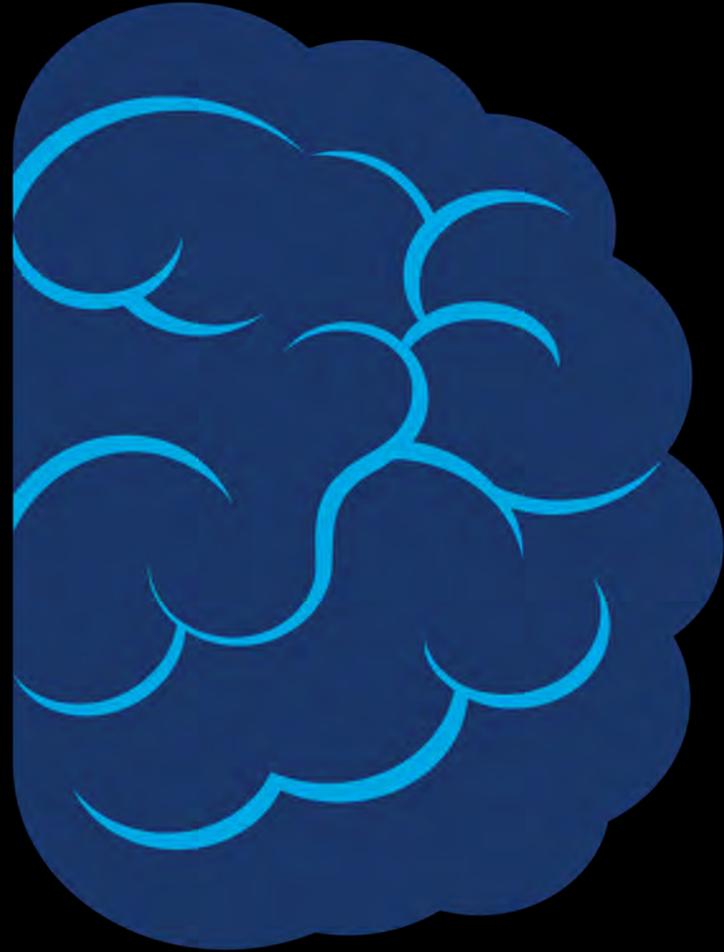
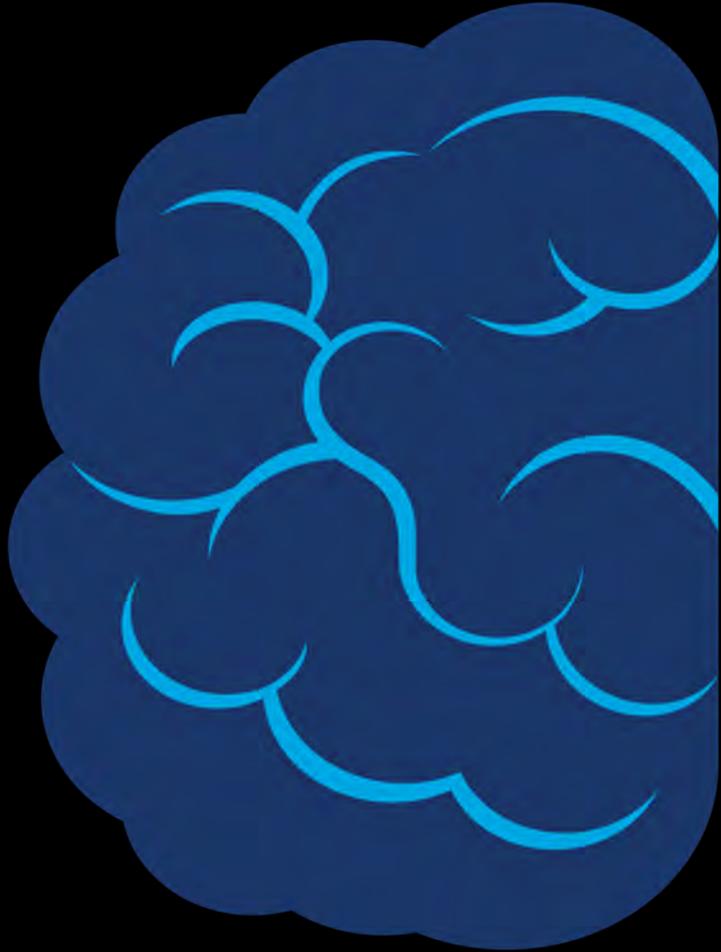




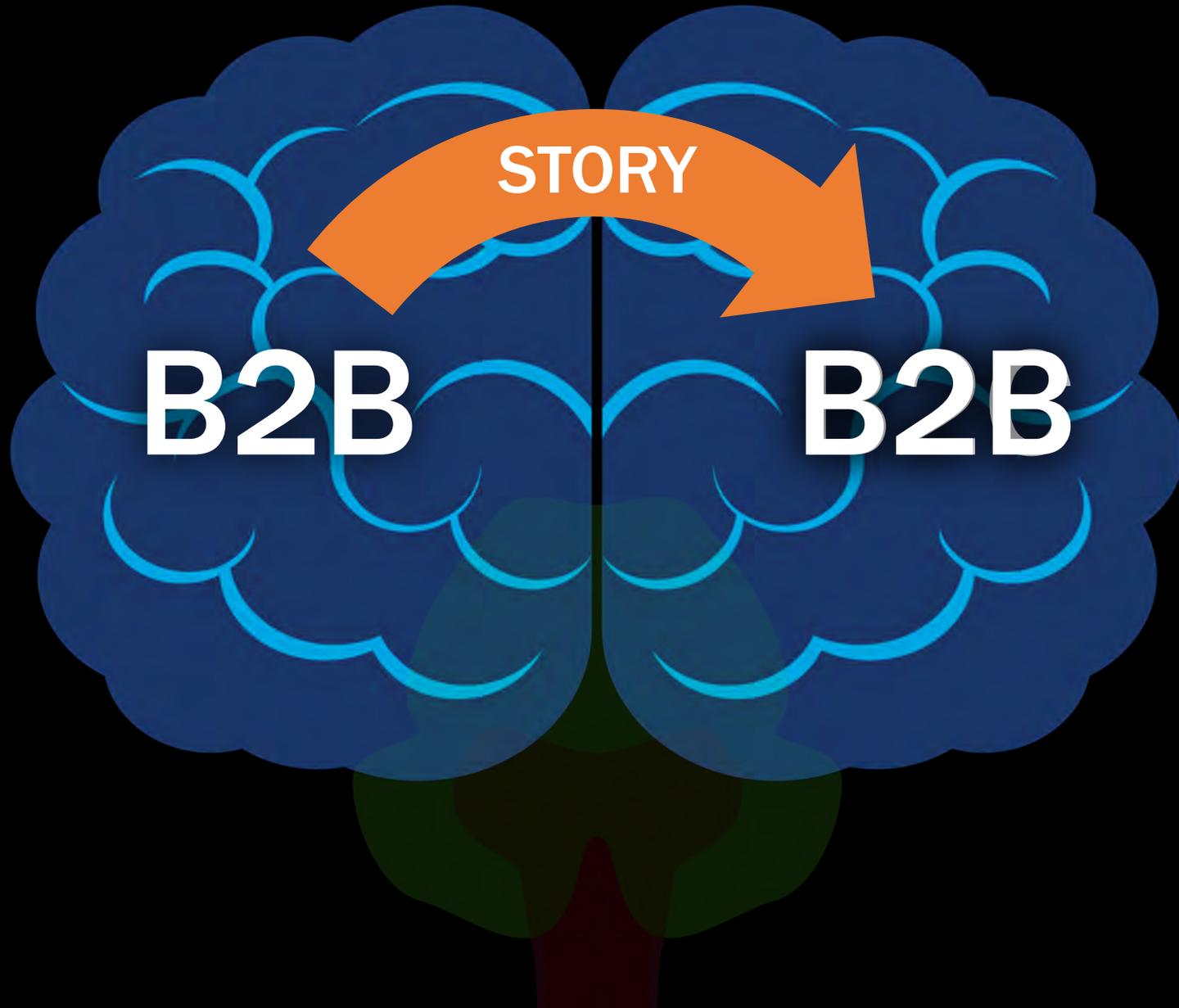


90% OF THE  
WORLD'S DATA  
TODAY HAS BEEN  
CREATED IN THE  
LAST 2 YEARS  
ALONE.





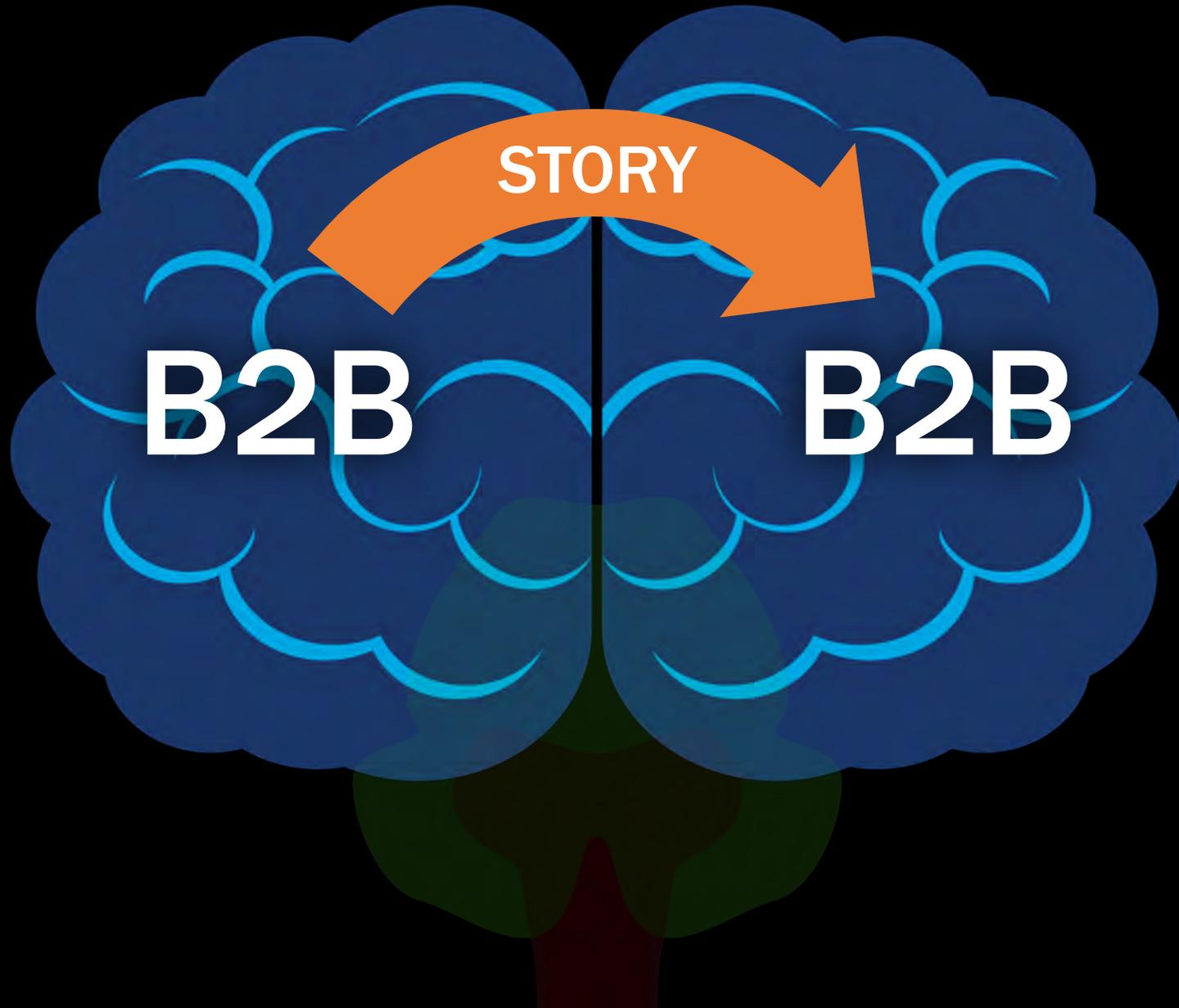




STORY

B2B

B2B



STORY

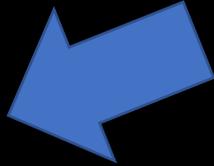
B2B

B2B

# The Essential Elements of B2B Storytelling

- The Hero
- The Guide
- The Setting
- The Challenge
- The Plot

**The Hero**



**Not You**

**Your Buyer**



**(Know Your Buyer)**

**“The more detail  
you give your  
hero, the more  
authentic your  
story will feel.”**

# The Guide





The Guide

Your Brand



**(Know Your Brand)**

“Before you can lead others, you must first know yourself.”



# The Setting

Define your market landscape.



# (Know Your Competition)

Make your competitors part of the scenery, and they won't get in the way.



# The Challenge

What stands in between  
Every hero needs a nemesis,  
your customers and success?



# (Identify the Obstacles)

What's the single most important problem you can solve for your customers? Can you do it better than the competition?



# The Plot

Chart an  
Unexpected Course



# (Telling the Tale)

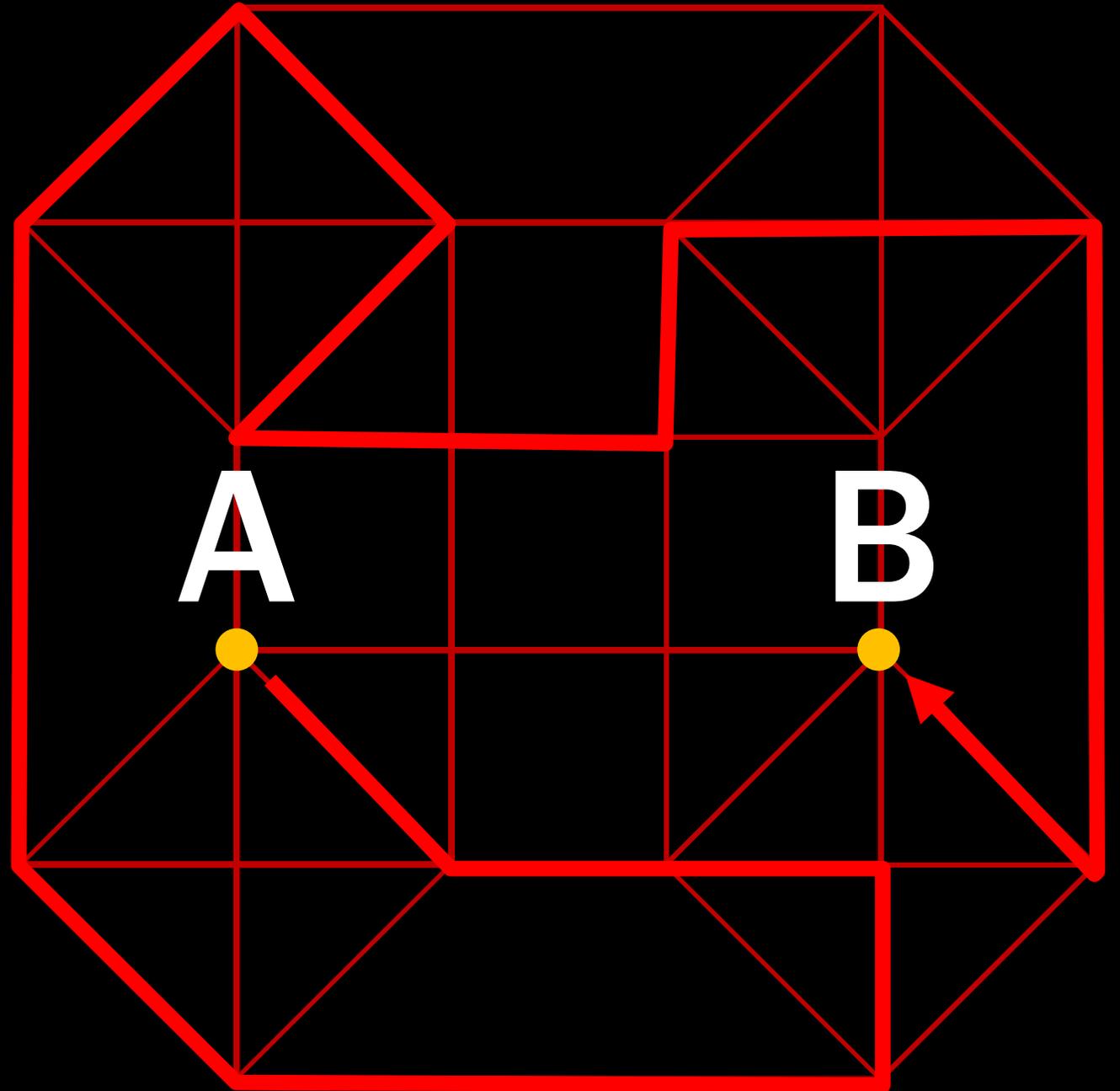
The Most Boring Story  
Ever Told

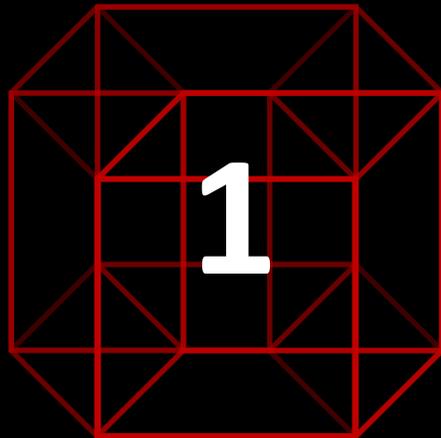




# The 4D Experience

1. Dynamic Narrative
2. Design Visualization
3. Direct Engagement
4. Delivery of Information





# Dynamic Narrative

# Dynamic Narrative



# Dynamic Narrative



The difference between music and noise lies in how each individual note relates to the others.



YORK® YZ... CHILLER

# Johnson Controls

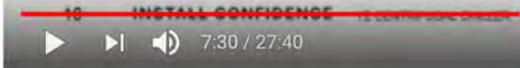
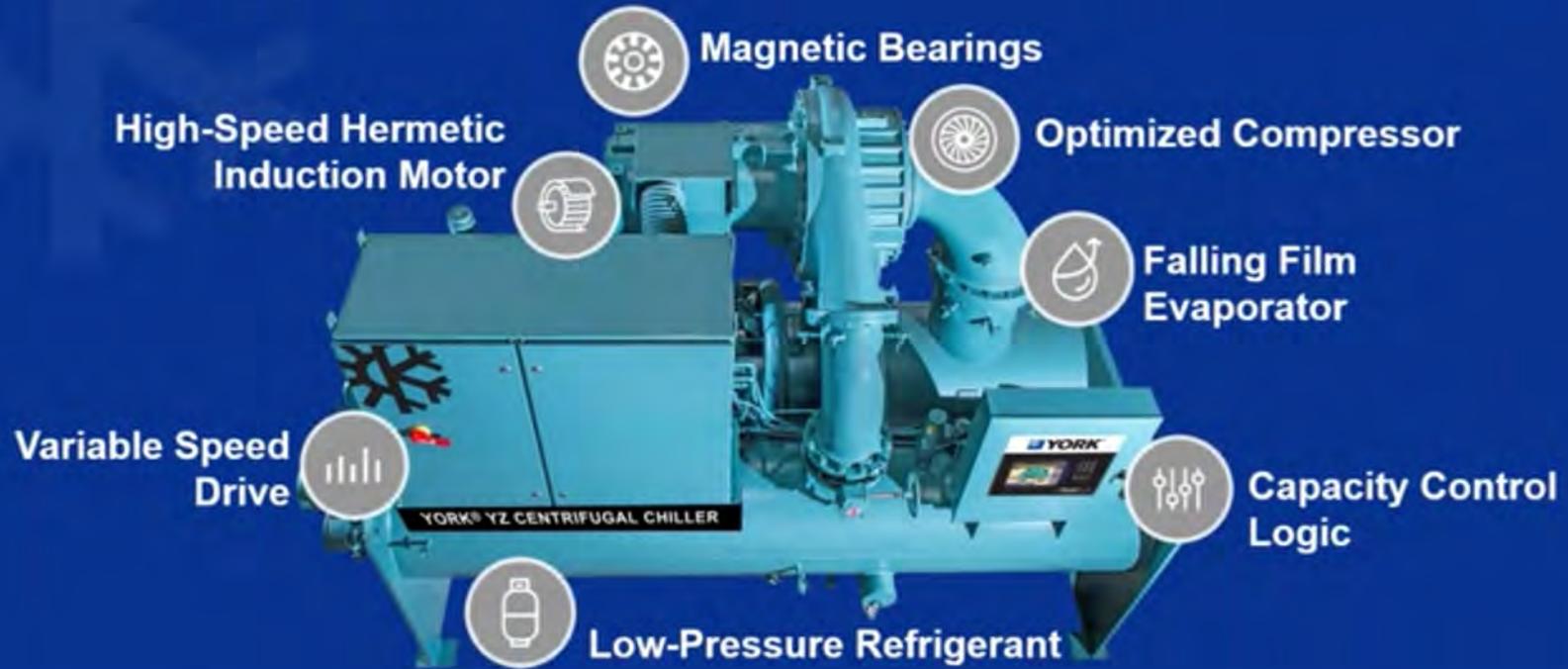




YORK® YZ CENTRIFUGAL CHILLER



# A Legacy of Leadership

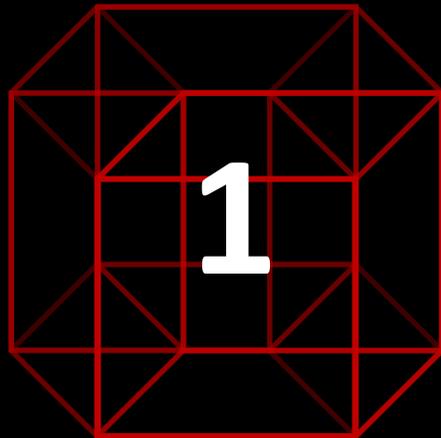


Johnson Controls Unveils New YORK® YZ Chiller

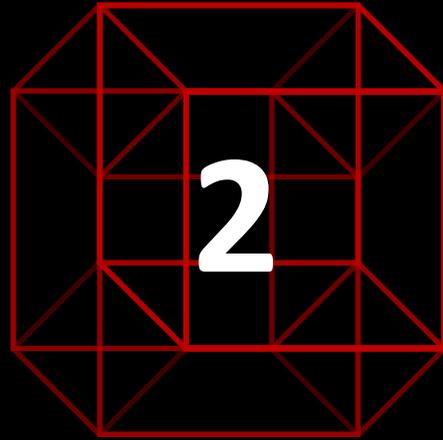
Unlisted

61 views





# Dynamic Narrative



# Design Visualization

# Design Visualization



CONSISTENCY

CRAFT

**BRAND**

CONCEPT

CLARITY

**ASHLAND®**



Strong bonds. Trusted solutions.

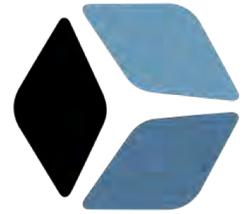


# SOLENIS™

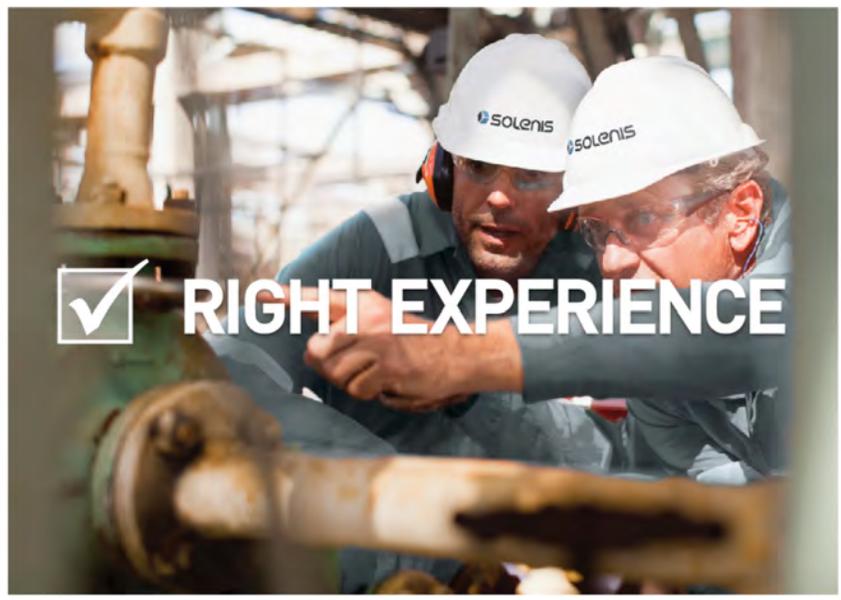
Strong bonds. Trusted solutions.



AND IT ALL STARTS WITH YOUR SOLENIS TEAM.



# SOLENIS™



Home

# MEDIA RESOURCES

## Media resources and tools for journalists.

Browse our compilation of material for more background information on Solenis.

### COMPANY PROFILE

Company background and FAQs about Solenis.

Learn More »

### EXECUTIVE PROFILES

Biographies of the company's senior leadership team.

Learn More »

# IHS Chemical Week

ethyl alcohol

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## Business Daily

### Divested Ashland water technologies renamed Solenis

12:21 PM MDT | August 4, 2014

Private equity firm Clayton, Dubilier & Rice (CD&R; New York) has closed its \$1.1 billion acquisition of Ashland's water technologies business on Friday, renaming the unit Solenis.

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### Solenis The New Name for Ashland Water Technologies

Date Posted: August 5, 2014

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# solenis

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## NEWS & EVENTS

Your single source for what's happening at Solenis.

Access our latest corporate and product news announcements or check our schedule of events in the year ahead.

NEWS RELEASES	EVENTS
08 01 2014 Solenis is the New Name for Ashland Water	08 20 2014 International Woodworking Fair (IWF)
View News »	09 15 2014 China Paper
	09 25 2014 Tissue World Istanbul

FOLLOW SOLENIS

SOLENIS FEEDS

8:26 am, August 15, 2014  
Solenis fact: We are operating in 118 countries to provide some of the best water and process support in the world. via @TeamSolenis

## Water Technologies renamed Solenis

...ion by a private investment fund, Ashland Water Technologies is being sold to a private equity firm. The company said in a press briefing last week – a name the finds its roots in the company's history – that the new name will be Solenis.

...which comprises the former Industrial Water and Pulp and Paper business units, will continue to offer speciality chemicals to water intensive industries such as paper, oil and gas, chemical processing, mining, biorefining, power and energy.

...blend of the right people, bringing the right experience, offering the right solutions to our water and process challenge so we can best meet our customers' needs," explained John Panichella, president and CEO of Solenis. "Ashland Water Technologies is better positioned to pursue new opportunities and develop new products that will create greater value to our customers and result in steady growth and improved performance."

# CHEMICAL ENGINEERING

## 521 CONTROL VALVE

SUPERIOR LONG-TERM CORROSIVE CHEMICALS

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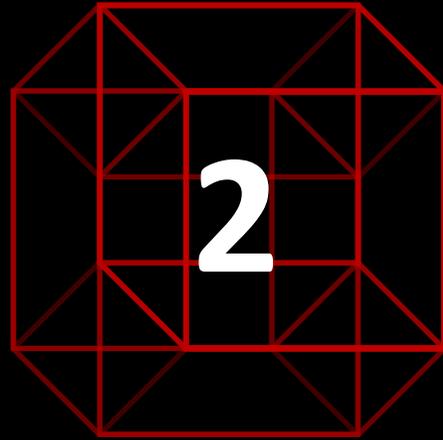
Only on Che.com :: Latest News

August 1, 2014

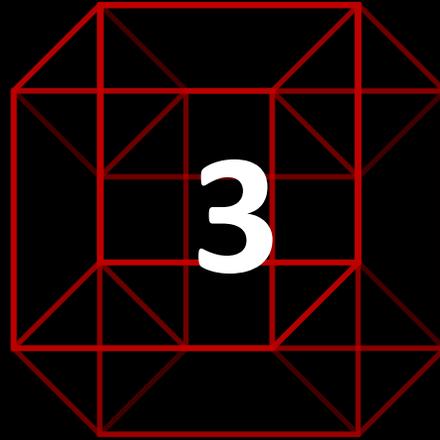
### Sale of Ashland Water Technologies finalized, new name will be Solenis

Mary Page Bailey

Ashland Inc. (Covington, Ky.; [www.ashland.com](http://www.ashland.com)) finalized the sale of its water technologies business, Ashland Water Technologies. Going forward, Ashland Water Technologies will operate under the new name Solenis (Wilmington, Del.; [www.solenis.com](http://www.solenis.com)). The name change coincides with the acquisition of Ashland Water Technologies by a fund managed by private investment firm Clayton, Dubilier & Rice (CD&R). Prior to the acquisition, Ashland Water Technologies was a commercial business unit of Ashland Inc. The sale closed July 31, 2014 and included the Industrial Water and the Pulp and Paper business units.



# Design Visualization



**Direct Engagement**

# Direct Engagement



**JLG**®





### YOU'LL NEED THESE

**EXCLUSIVE INVITATION**  
You're invited to participate in a unique opportunity to drive telehandlers, boom lifts and other MHE at our new customer training center in McCormick, PA.

**Two-Day Event: October 15 - 16, 2014**

You'll get hands-on training and experience on the industry's first operator proving grounds and real course—driving, loading, lifting—so you'll have a better understanding of access and material handling equipment. Spread over two acres, the real task and challenge course is just one part of this two-day experience.

- Be among the first inside JLG's new 15,000 square-foot training facility.
- Tour our manufacturing plant, where JLG innovation becomes reality.
- Take a ride up to 180 feet in the new 3905SL, the world's largest self-propelled boom lift.
- Socialize with JLG's executive team and learn how we're transforming the industry.

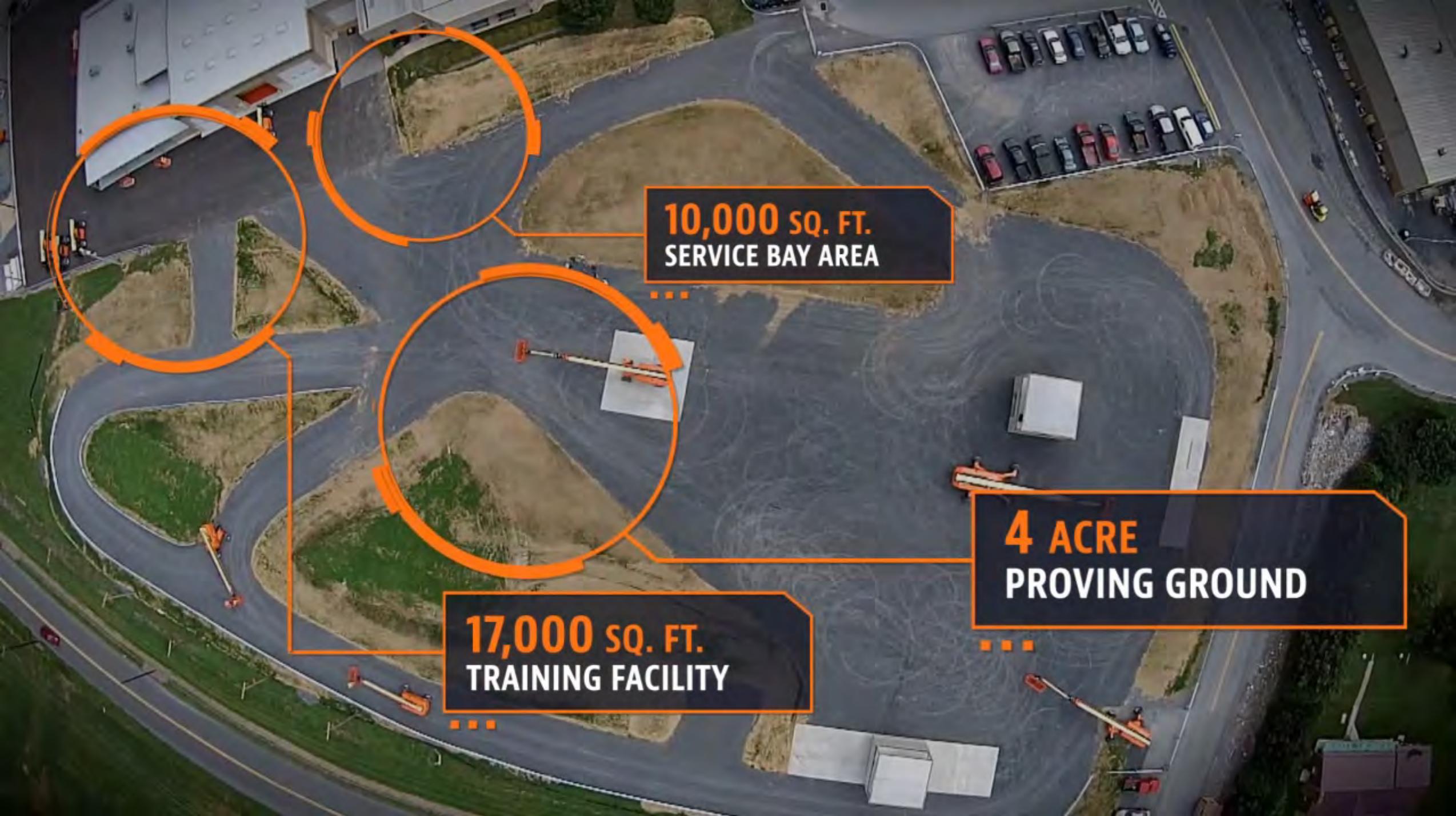
It'll be a fun, eye-opening experience that will give you plenty of stories to share with your readers.

**RSVP Now**  
JLG will cover the cost of airfare, ground transportation, group meals and accommodations—we will even handle travel planning and logistics for you. RSVP today to save your place for this special event.

Contact Melissa Einfrank at Godfrey—  
meinf@godfrey.com,  
717-293-3831, ext. 146.

We look forward to seeing you in October!





**10,000 SQ. FT.  
SERVICE BAY AREA**

**4 ACRE  
PROVING GROUND**

**17,000 SQ. FT.  
TRAINING FACILITY**





Kathy Wells  
@KathyWellsCBO

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Thanks to the folks @JLG\_Industries for putting up with us, literally. #jlgtrainingcenter #1850selfies

Kathy Wells



RETWEETS

2

FAVORITES

3



# PRO CONTRACTOR RENTALS

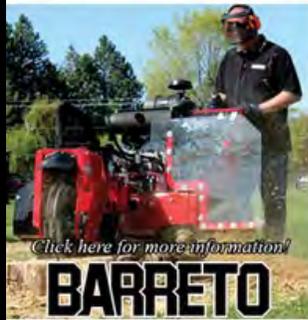
THE RESOURCE FOR BUSINESSES RENTING TO CONTRACTORS

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Average Rating: 4.0  
Your rating: none  
Posted October 21, 2014

### The View From a 185-Foot Boom

by Mike Martin

The first word that comes to mind is "impressive." At a recent press event JLG invited industry editors to see the company's new training facility and proving ground. They also invited us to take a trip skyward in the company's "ultra" boom lift, the 1850SJ.

Powered by a nearly-100 hp, turbocharged Deutz, the 30-ton machine can lift workers (and riders) up to 185 feet with a horizontal reach of 80 feet. The axles extend from 8 ft. to nearly 17 ft., in about a minute, to provide a wide, stable stance. Perhaps most impressive is that the machine can move along at 3 mph with the boom fully extended, allowing those who choose to work 19 stories high to have a smooth swing across an exceptionally large work-space envelope. Safe, sound, stable and productive. Impressive.

Which doesn't mean the decision to ride came easy. It's not that I am afraid of heights, it's that I felt there was no earthly reason to not have both feet planted on the earth. Instead, I learned to move a scissors lift around, I handled a smaller boom lift to pluck items off a wire strung about telephone-line height, and with a little instruction, operated a telehandler around part of the proving ground, lifting, placing and re-lifting pallets, backing down a grade, and rocking over simulated rough ground. That was easy.

But the 1850 was calling to me. Plus they give you an "1850 Club" pin, so what the heck. Here's the view.



### Portable Mixers

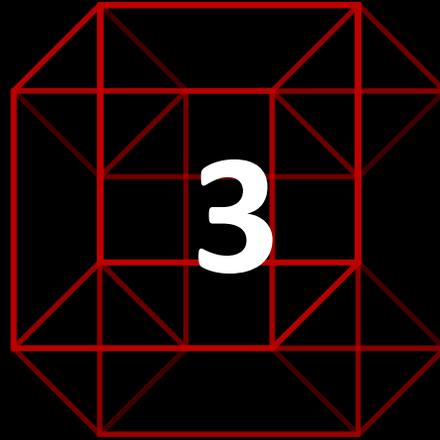
Boost productivity, lower labor costs and reduce physical effort...



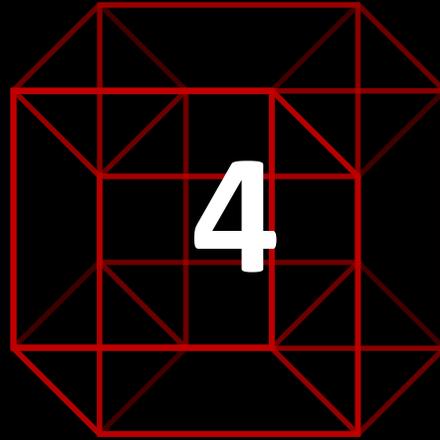
Demos & more: [www.csunitec.com](http://www.csunitec.com)

### RENTAL QUALITY LOG SPLITTERS





**Direct Engagement**



# Delivery of Information

# Delivery of Information

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**Rexroth**  
**Bosch Group**

The Drive & Control Company

Efficient Motion





**Rexroth**

### CIP-Runde



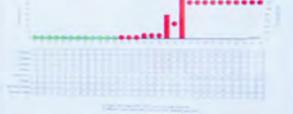
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E-Work: 254  
Erstellt: 22.09.2014 12:44:22  
Anlagenbereich: Tom Brügger  
Chemischer Dienst  
Tel.: 08041 18 1988  
0711 8117478

Dashboard icons for various functions:

- Home
- Settings
- Help
- Logout
- Refresh
- Print
- Fullscreen
- Language

Mitarbeiter-Profile  
Logout

Standort: 01.08.2014 - 01.08.2014



Zeitpunkt	Wert
01.08.2014 00:00	10
01.08.2014 01:00	12
01.08.2014 02:00	15
01.08.2014 03:00	18
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01.08.2014 20:00	60
01.08.2014 21:00	62
01.08.2014 22:00	65
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## Lean Manufacturing Podcasts



### Explore Rexroth's Lean Manufacturing Podcasts

The Rexroth lean manufacturing podcast series will help manufacturers and OEMs understand and apply proven lean principles and practices to become productive and competitive. Learn innovative strategies and practical tips for implementing and sustaining lean in your operations.

#### Keys to Lean Manufacturing

- Lean manufacturing is "pull" production, driven by customer or marketplace demand, not plant or line capacity
- Optimize flow: material flow, people flow and information flow
- Machine automation enhances lean systems when applied to high-volume, highly predictable production

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**EPISODE 01: DEVELOPING FRONT-LINE SUPERVISORS TO SUCCEED IN LEAN MANUFACTURING**



**EPISODE 02: APPLYING LEAN TO THE ENGINEERING PROCESS**



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<b>EPISODE 01: DEVELOPING FRONT-LINE SUPERVISORS TO SUCCEED IN LEAN MANUFACTURING</b>	+
<b>EPISODE 02: APPLYING LEAN TO THE ENGINEERING PROCESS</b>	+
<b>EPISODE 03: DESIGNING MANUFACTURING EQUIPMENT FOR LEAN</b>	+
<b>EPISODE 04: GAINING BUY-IN FOR LEAN</b>	+
<b>EPISODE 05: BOSCH SECURITY CASE HISTORY</b>	+
<b>EPISODE 06: DAILY PROBLEM SOLVING IN A LEAN ORGANIZATION</b>	+
<b>EPISODE 07: OPHTHONIX LEAN MANUFACTURING CASE HISTORY</b>	+
<b>EPISODE 08: LEAN MAUFACTURING AND AUTOMATION TECHNOLOGY</b>	+
<b>EPISODE 09: CELLOPHANE HOUSE</b>	+
<b>EPISODE 10: LEAN AND SUSTAINABILITY</b>	+
<b>EPISODE 11: SUNNEN LEAN MANUFACTURING CASE HISTORY</b>	+
<b>EPISODE 12: THE LOOK AND FEEL OF LEAN</b>	+
<b>EPISODE 13: THREE FUNDAMENTAL COMPONENTS OF LEAN</b>	+
<b>EPISODE 14: DESIGNING NEW FACILITIES TO BE LEAN</b>	+
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### EPISODE 03: DESIGNING MANUFACTURING EQUIPMENT FOR LEAN

+

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### EPISODE 04: GAINING BUY-IN FOR LEAN

-



Lean Expert: Jamie Flinchbaugh

Size: 9.4 MB

Length: 8:58

Air Date: 06/09/2008

Lean transformation requires excellent formal and informal communications to build and sustain “buy-in” across an organization. Lean manufacturing expert Jamie Flinchbaugh provides a detailed discussion on the critical value of informal communications, and why planning a 90-second conversation in an elevator or parking lot is just as important to building support for lean.

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### EPISODE 05: BOSCH SECURITY CASE HISTORY

-



Lean Expert: Mark Ellis

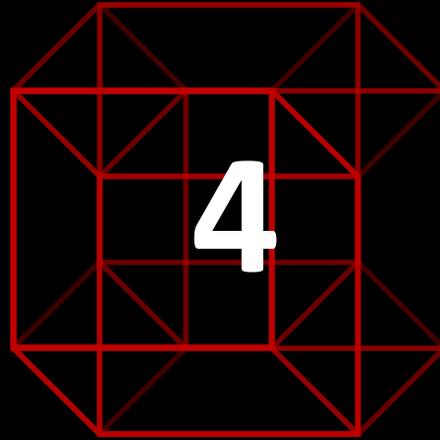
Size: 9.7 MB

Length: 10:33

Air Date: 07/14/2008

Bosch Security Systems, part of the Robert Bosch Group, leveraged the launch of a new product to make their manufacturing more lean. This case history, featuring Mark Ellis, manager of product assembly at the company’s Lancaster, PA, facility, discusses how they implemented a modular work cell system, built around Rexroth’s Aluminum Structural Framing, to provide more flexible and efficient production.

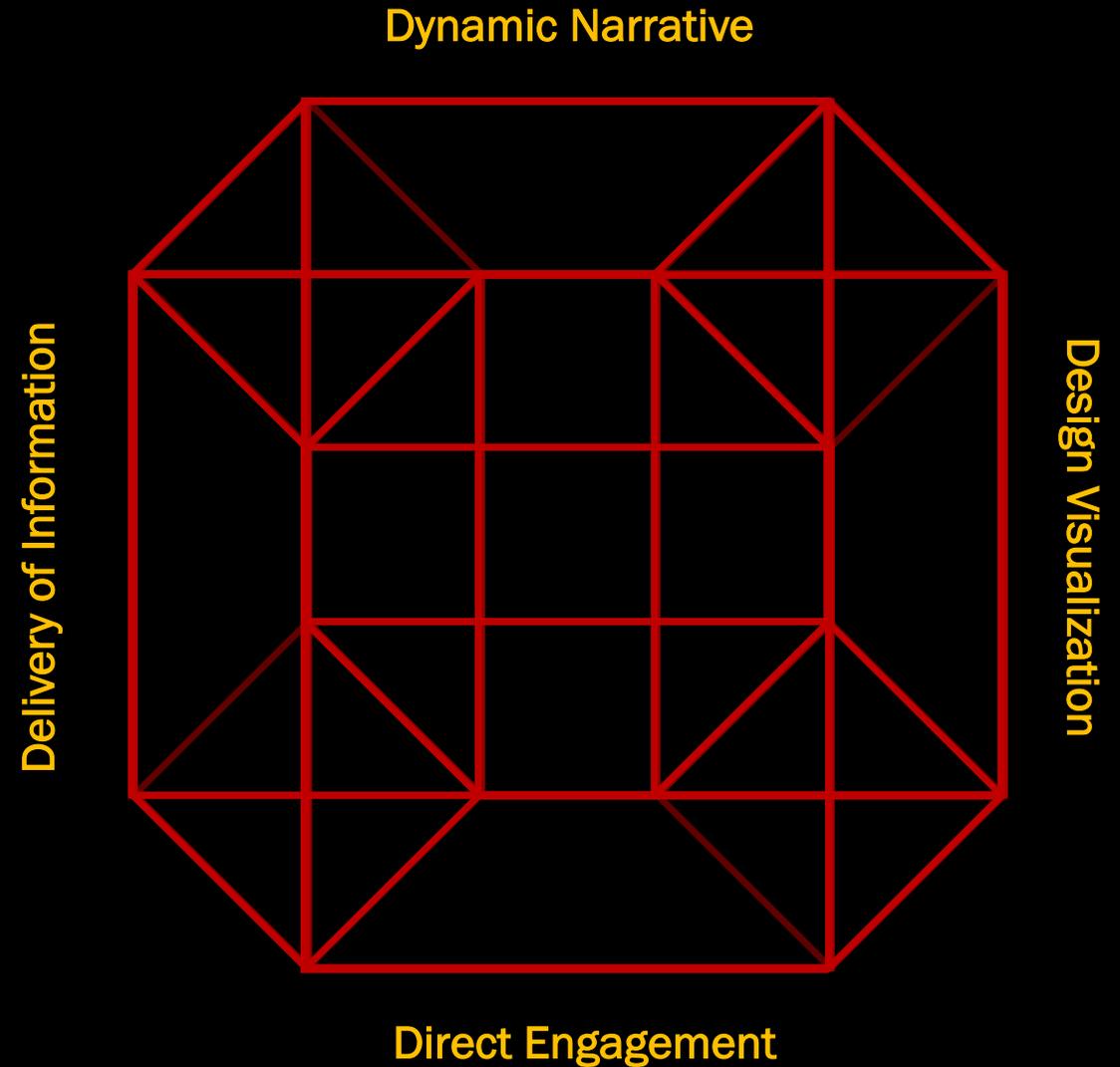
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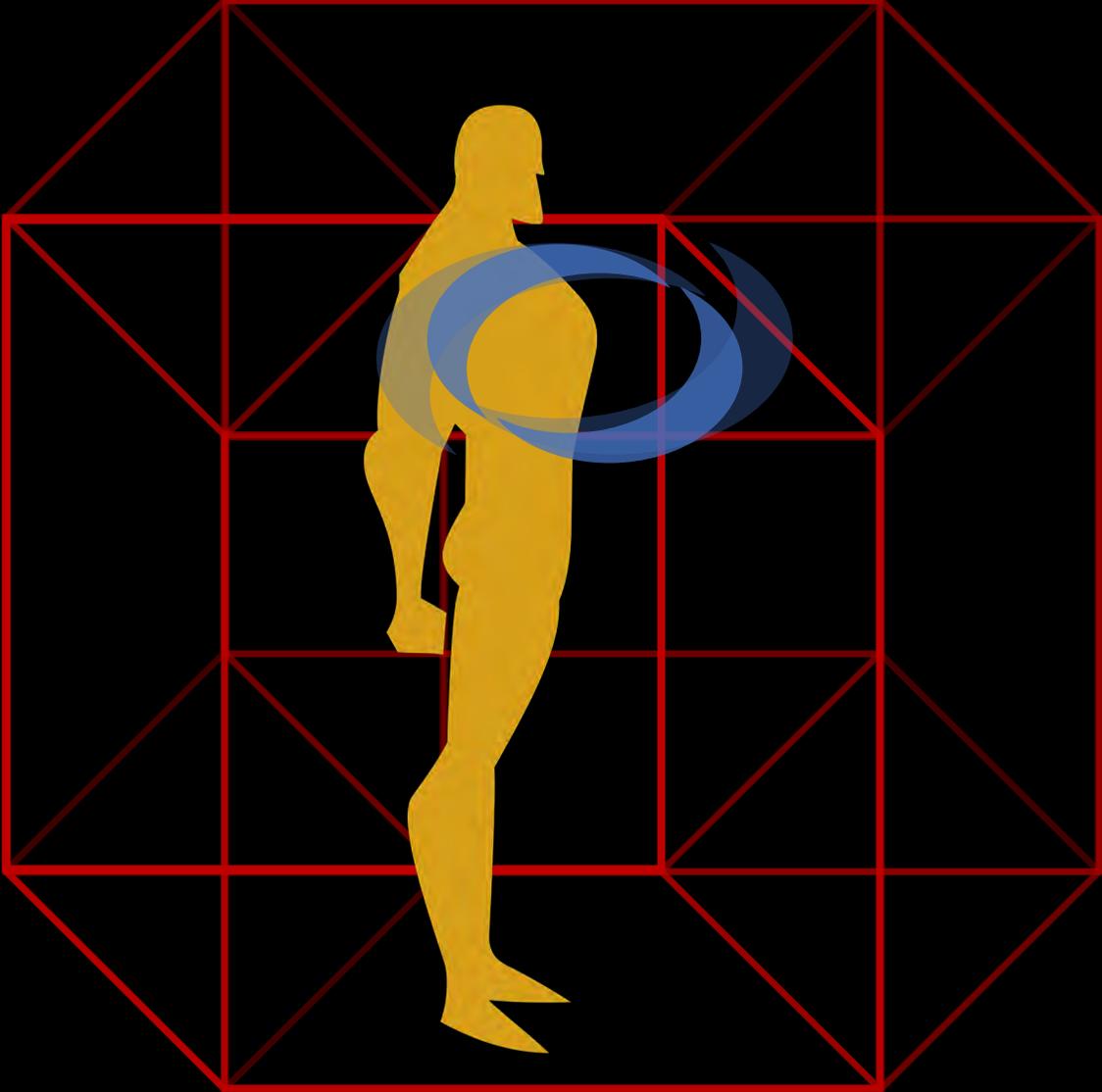


# Delivery of Information

# The 4D Checklist

- Does this speak in the right voice?
- Does this align with all the other elements of our design?
- Does this provide our hero(es) with a unique and engaging experience?
- Does this convey the right information at the right time?







# 7 Types of Stories



The Rebirth



The Quest



The Journey



The Comedy



The Monster-Slaying



The Tragedy



Rags-to-Riches

# Questions?

[question.godfrey.com](http://question.godfrey.com)



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# 4-Dimensional Storytelling for B2B Audiences

How to Engage the Imaginations of Accountants,  
Engineers and Other B2B Buyers.

**COMMUNICATIONS**

AUSTIN, TEXAS  
OCT. 7-9

BIG IDEAS.  
BRIGHT FUTURE.

**CONVERGENCE**