TELLING THE COMMUNITY DEVELOPMENT BANKING STORY

COMMUNITY DEVELOPMENT BANKERS ASSOCIATION
WHAT WE DID –

• **22 interviews**, half with external individuals
• **Competitive messaging analysis** with 7 organizations, including CDBA
• **Traditional Media Scan** of conversations in the community banking landscape
• **Social Media Scan** of conversations in the community banking landscape
• **Review of CDBA Marketing materials** including website
• **Review of CDBA Membership Survey**
• **Development of the Branding and Messaging Brief**
What we learned

- *Mission matters* and is what differentiates your banks for *competitive advantage*
- What you consider ordinary is actually extraordinary
- You work comes alive through story
- *Urgency to tell the story* to show the *impact* you make on real people
MESSAGING RECOMMENDATIONS

Banking as a force for good

Influence

Access

Opportunity
THE POWER OF STORY

• Makes an emotional connection with your listener, viewer or reader
• Makes what you do real
• Makes what you do understandable
• Makes what you do memorable
YOUR VALUE OBSCURED...
YOUR VALUE REVEALED...
SEE YOURSELVES DIFFERENTLY

You are a part of a movement that is a force for good.
WHO’S YOUR AUDIENCE?
Prism of Value vs. Prism of Me

List-Speak
Things YOU want to say
Lists of services and products

Positives we add
Negatives we reduce

Messages of Value
Speaking in Technicolor

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THE GREAT STORY QUESTIONS

✓ What?
✓ So what?
✓ Now what?
GET PERSONAL

Find the hero of your story (other than yourself).
Standard Story Structure

**Introduction**
Sets the scene by introducing characters and context.

**Complication**
Introduces the main problem for the characters in the story.

**Middle (Body)**
A series of events and smaller problems that the characters have to overcome.

**Climax**
The pinnacle of the story, in which the characters solve their main problem.

**Denouement**
The series of events where conflicts are resolved.

**Coda**
The optional part at the end where the moral is revealed.

Duration

Tension
# DOs AND DON’Ts

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<thead>
<tr>
<th>DO</th>
<th>DON’T</th>
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<tr>
<td>Tell your story with confidence.</td>
<td>Hesitate to highlight distinction.</td>
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<tr>
<td>Keep it simple.</td>
<td>Clutter with lists and details.</td>
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<td>Highlight challenges.</td>
<td>Be generic.</td>
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<td>Be authentic.</td>
<td>Fluff and puff.</td>
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<tr>
<td>Get personal – find the hero.</td>
<td>Make yourself the hero.</td>
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<td>Use visuals/testimonials.</td>
<td>Get stuck in process.</td>
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