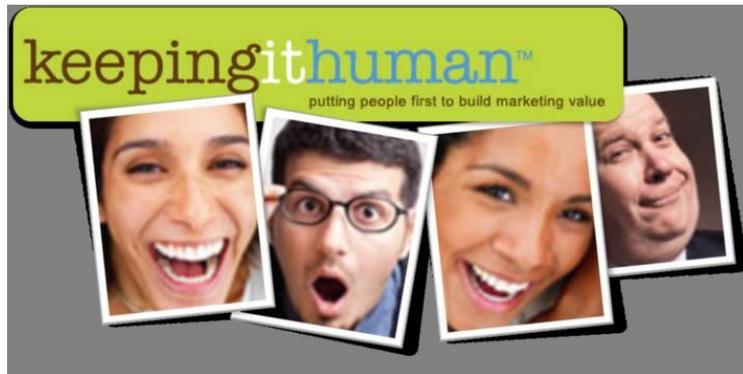


Case Study: Keeping it Human Puts the “Human” in Cisco’s ‘Human Network’



The Challenges

When the executive communications department at Cisco, a large high tech company, came to Kathy they had a big need: help top executive communicators create compelling messages both inside and outside the corporation that would inspire, humanize and tell a bigger story. Executives were entrenched in a jargon-laden culture that buried the larger human messages.

The Approach: From Data Presenters to Inspiring, Credible Storytellers

Kathy worked with executives and the internal communications teams to rethink a presentations approach for internal and external audiences.

- What Cisco executives had were over-saturated, data-driven slides without cohesive stories. Kathy created story arcs for each presentation. If a slide didn't advance the 'story,' it went.
- Kathy eliminated company-centric jargon, and data overload. Instead, each presentation started with the big “so-what” and put the emphasis on human benefits, not the technology
- Kathy created easy to remember acronyms that told stories – In one instance, Kathy eliminated 15 slides and came up with one slide using the acronym GUEST for a new program (Feb 2013), a self-service model for employees to develop their own presentations.
- Kathy weaved in humor where appropriate to help executives connect with audiences
- We eliminated cold corp-speak and told stories of Cisco's employees helping people at client companies- through the lens of Cisco's amazing employee human network
- For a sales executive presenting in Australia, to showcase the power of the human network, Kathy told the story of people with businesses who had lost data in Australia's 2012 flood.
 - We showed how Cisco employees helped clients get their businesses up and running again. This was a story with real people and without jargon that reinforced the then-tagline, “The Human Network” in a way that data could not. It gave the executive a successful story – 12 slides instead of 40! – that was local, relevant, and timely.

Now how credible is that “Human Network” story?

Company Results

As a result of working with Kathy, the company was able to:

- *Help executives go from presenters to executive communicators with a story and platform*
- *Reduce production overhead in its exec communication programs due to huge, ineffective decks*
- *Create compelling stories that drove sales externally and inspired employees inside the company*
- *Help executives to more credibly deliver Cisco's messages in concise, simple, and human ways*

What can Kathy Klotz-Guest and Keeping it Human™ do for your business?

Call 408.578.8040 Email: kathy@keepingithuman.com