

# 50

**PR STORY SOURCES**  
that will help you win  
the hearts and minds  
of HR audiences.

**skout**

**Making brands relevant**

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# The relevance gap

‘Smoke and mirrors’ marketing was yesterday’s world. Today brand building hinges on authenticity and trust. It’s what makes your brand relevant to your HR audience.

Like us, you’ll understand the power that authenticity has today. But being genuinely authentic is far stronger than just being perceived as authentic.

When your brand is relevant, customers and prospects engage more deeply. They trust you, remember you and choose you. Relevance drives preference, loyalty and advocacy.

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People leaders aren’t chasing trends – they’re dealing with real employee challenges. They see through crafted narratives and seek what’s real about the companies they do business with. That’s why natural stories – the ones that really are founded in reality and lived experience – matter more than ever in building trust.

To help we’ve outlined 50 sources of authentic storytelling that build stronger, more trusted, relevant brands. You’ll likely find many of them within your own organisation too.

We hope this sparks fresh ideas and powerful PR stories. And if you’d like to explore our storytelling approach further, **we’d love to talk!**

# People stories

**No organisation would work without people, and stories are no exception. HR leaders are people-led so focusing on your own staff, management and personal attributes resonates with them and can bring your brand to life.**

- 1 Founders**  
Are the founders still in the business? Tap into their back stories and reveal the truth behind the organisation's purpose.
- 2 CEO**  
Start at the top! If you want to set out your future positioning the CEO's vision is critical.
- 3 CTO**  
Does your product specialist have an opinion around a new tech or an industry trend?
- 4 CPO**  
Tap into CPO knowledge – it's a shared pool of expertise – their common insights are likely to resonate with their counterparts.
- 5 Customer services**  
Get true customer insight. Speak to customer support and sales to unlock trends and spot what the latest industry challenge is.
- 6 Every department**  
Leave no stone unturned! From procurement to HR to the shop floor, every business function has potential hidden PR stories.
- 7 Qualifications**  
Check your staff's actual qualifications. Letters after a name may give you the edge in building trust in your audiences' eyes.
- 8 Accreditations**  
Has your business been accredited for anything unusual or are you one of the first to achieve something?
- 9 Personal back stories**  
We've all got one! If you want to PR your business through its people, find the competitive sportsperson, secret scientist or mastermind finalist.
- 10 Opinion**  
Never underestimate a real opinion as potential marketing content or as a PR coverage opportunity. Listen out for people's views.
- 11 Advice**  
Who are the customer advisers in your business? Can you package up content based on how they help customers on support calls?
- 12 Skills**  
Relatable business skills are great but often the more surprising they are the better. Is someone a qualified lifeguard who brings a 'calm in a crisis' approach to customer service for example.
- 13 Talent**  
How do you find the talent you need? If you have an innovative or unusual approach to recruitment, the media may be interested in hearing about it.

# Activity and asset stories

A business' day-to-day functions and decisions are often taken for granted by those people close to them.

But to the outside world they may well be significant in terms of best practice, advice or shared knowledge.

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## Adversity

It's easy to focus on positive success but showing how you deal with challenges will interest the media much more.

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## Funding

If you've tapped into business funding of any type share your experiences with others. It's a widely covered business issue.

16

## Failure

Be human and show how you learned from previous mistakes. This shines a positive light on what may be a negative story. People sell to people.

17

## Buildings

Cooler office in town? Space age factory? Promote your unique premises and how people work within it.

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## Locations

Why are you based where you're based. Overseas market expansion? Better access to skills. Map story ideas to your different locations.

19

## History

Have you been in the market longer than your competitors? Are you a fourth-generation family owner? The past can be part of your present too.

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## Social responsibility

If the business is big on social value or sustainability, consider talking about how you do it. It's a key consideration for HR leaders

21

## AI

From corner shop to mobile marketplace. How is AI transforming your approach to the market and how you serve your customers.

22

## Business models

New pricing structures, different markets, alternative delivery methods; are you reacting and reforming how the business operates?

23

## Employee benefits

People are the number one asset! How do you attract, retain and develop them? This could be a great positive message.

24

## Associations

Are you helping steer an industry association or teaming with a top university in your field? Communicate together with your partners to demonstrate leadership.

# Product stories

**Your product or service is your business. Don't just 'launch' it in a press release!**

**There are many ways that you can bring what you sell to life for different audiences, using different media and channels.**

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## **Implementation**

Anything unique or different in how you on-board customers or implement your solution? If so, tell the world!

26

## **R&D**

OK, so you don't want to reveal your next big thing to the world but showcasing early prototypes and experimental concepts can catch the media's and potential customers' eye.

27

## **How it works**

It's often assumed that people understand how your products or services work, but offering simple step by step guides can be really useful.

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## **Demonstrations**

Seeing is believing! If your new product works differently or is incredibly simple and intuitive, let people see this first hand. Or use an animation or video to get the message across.

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## **Testing**

Do you sell something that's easy to access and use? Why not let selected media try it out and see how it works for them?

# Data & information stories

**Data, data everywhere, but not a drop to drink? Businesses are accruing more information by the minute. People leaders are no different.**

**Tap into this and you'll find a wealth of stories that really make a difference to your marketing campaigns and media coverage.**

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## **Customer surveys**

Businesses regularly check on customer opinion but miss the opportunity to ask additional PR questions or use the findings for storytelling.

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## **Product/service data**

If you accrue data as part of your service, investigate it. There's a likely goldmine of angles in there. AI is great for interpreting data from multiple sources and for helping build out stories.

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## **User groups**

Data is not just numbers. Tap into qualitative feedback and ideas shared at user groups and customer events.

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## **Debate**

A heated debate or roundtable discussion creates information unique to your company. A great way to become a thought leader and own a topic.

34

## **Official statistics**

Don't just rely on your own data – there's a wealth of statistics constantly being pumped into the world that you can build stories around.

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## **Calculations**

If you can't get accurate ROI or savings data from your customers, then devise a simple calculation of benefits derived from your product or service.

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## **PR research**

One of the PR industry's staple story generators, research should always have a clear purpose, deliver something useful and generate a wealth of story opportunities!

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## **Social media and event polls**

Social media polls and event polling apps all offer fast ways to garner opinions. A great way to quickly give a story more depth or context.

# Big picture stories

So far we've focused within the four walls of your business but what's happening in the wider world?

Considering your organisation's position within the market landscape, burning issues or new trends unlocks other possibilities.

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## Legislation

Changing laws affect businesses all the time. What's facing your customers and how can you advise them or dispel the myths?

39

## Regulation

Just like legislation, new rules will change the goalposts in your market. Show your understanding and what you're doing to address these.

40

## Political decisions

We might not personally like some political outcomes but using them as a backdrop for issues-based storytelling is extremely useful.

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## Social agenda

Gen X vs Gen Z, the gender divide, job hugging or quiet quitting. Think how any number of social or consumer issues link back to what your business does.

42

## Future predictions

The media always want opinions on what's going to be the next big thing for your industry as the New Year approaches. Get your ideas in there in plenty of time.

43

## Sharing the stage

Bring different storytelling partners together to deliver a broader or more substantiated story – see what your customer, academic, expert, partners and even competitors can add.

44

## Consumer trends

You may sell to businesses but do those businesses sell to consumers? If so, show how your product indirectly helps 'the person in the street'.

45

## Competitive response

What are your competitors promoting or talking about? Do you have an alternative view in response?

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## Events

Presentations at events can hold great information, which can be recorded, run through AI and shared as content for the press, social media or your website.

# Customer stories

**A customer testimony has long been viewed as one of the best ways to promote the problems you solve, but collaborating with customers on stories can go much further than this.**

**Just consider the value add you could also give a customer that wants positive PR, by running a joint campaign with them.**

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## **Case studies**

An age old PR tactic and still among the best. Remember to think digital – would a video get the message across better than written word?

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## **Customer opinion**

Customers don't just have to talk about working with you. Maybe they'd be willing to share their views alongside yours, too.

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## **Profiles**

The media is always looking to profile industry leaders. If you work with them why not help them to elevate their position? You win by association.

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## **It's all about them**

Sometimes you just can't shoehorn your brand into a customer PR opportunity, but why not help them to get some free PR for the sake of a good relationship?

# Where next?

Here are five simple tips to help make your natural storytelling truly effective.

## 1 Hold story foraging workshops:

Get together with other marketing and business stakeholders and use these story sources to uncover real stories within your business that you can put to use.

## 2 Challenge your agency's creativity:

Work with your agency to produce more creative and authentic story ideas. Co-hosted brainstorms can work really well and help you build relationships with your team. Use this guide to kick start ideas.

## 3 Build a content and campaign plan:

Don't use all your story resources at once or underestimate their potential. It's important to map stories to your communications strategy and campaign plans to ensure they resonate at the right time, across the right channels.

## 4 Define, align and refine:

Great ideas need shaping into compelling, evidence-backed stories that reflect your objectives, goals and messages. Once defined, it's essential to align them with your audience and their interests. Refine the content to maximise impact.

## 5 Create a storytelling environment:

New story sources will constantly evolve and a continuing programme of discovery is key. Can you create a storytelling culture through internal communication and incentives so that people know you are hungry for more ideas?

# Need more help?

How many of the 50 story sources are you using today, and where could you improve your storytelling.

Visit [skoutpr.com](https://skoutpr.com) where you'll find a wealth of storytelling resources and blogs, or contact us directly, **we'd love to talk!**

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