Park: Welcome back, everyone, to the Business of Story. I'm Park Howell and I am so happy to have you back listening with us today. Throughout the course of the Business of Story, our job has been not only talking about story as it is the soup du jour in the day and age of politics and branding and marketing. And for good reason because stories are what move people to action, but this show is all about, like all of our episodes, showing you, teaching you how you can use story or amplify your missions through the power of storytelling. And we've been bringing you lots of different sorts of guests. We've had authors, screenwriters, legendary screenwriting coaches, artists, makers, content marketers.

And today we have another very interesting addition to the brilliance of storytelling through a gentleman that cut his teeth, I guess, we would say in politics in a very large scale. So story is no more powerful in any industry than in politics. And we're fortunate to have with us today the co-founder and the CEO of Zignal Labs, Josh Ginsberg. Josh, welcome.

Josh: Thank you. I'm excited to be here.

Park: Give everyone…Yeah. It's great to have you here. I know how swamped you are working up in the Bay Area with the platform as growing as quickly as it is, but I want to give our listeners a little bit of a background because you come to this with some pretty amazing experience in the storytelling world, especially on the politics side. So you worked on both the 2000 and 2004 presidential campaign for George W. Bush. You were campaign manager for Chris Dudley for his gubernatorial run in Oregon. You worked on Mitt Romney's campaign, Governor Schwarzenegger's re-election campaign. I mean, you have been all across the board in the Republican side of life getting people elected and re-elected and so forth.

So it's great to have you on the show today. This is the first time we have someone as much of a political background on the show as you have, so really interested to get some insights into story, the power of story in politics and where it has led you with Zignal Labs. So can you give us a little breakdown on that?

Josh: Yeah, absolutely. So I mean like you said, I've served on a number of different campaigns, both running them as well as working on them throughout the country and really kind of on all levels from state-wide ballot initiatives to presidential campaigns.

On top of that, I've worked at large PR firms. I started public affairs firms of my own where our clients would range from the boutique non-profit to the Fortune 10 company, but to your point, when looking at it through to the context of the story and the way that our company came to be was every single step along the way, we faced the exact same problem, which was at our best and finest moments to, A, understand what the story being talked about us out there was. But, B, and more importantly, really put our own story, contribute to that narrative.

We would literally have 10 20-year olds in the back room constantly doing Google news searches, the wall of TVs in front of them, and TweetDeck. And then every nine minutes I get a new email saying, "Hey, here's a news story that mentions your CEO or your

candidate or your company." My question is always the same, which is, okay, that's great, but is it moving? Is it trending? Is it positive? Is it negative? And most importantly, what type of action should we take to really get our side of the story out? And none of those questions could ever be answered.

So what Zignal Labs does is we bring in every single publicly available data point we can get our hands on from social media, traditional media, and television in true real time. And we're the only company that does that so that people are able to contribute their side of the story and to get into the story and set their own narratives.

Park: Can you give us an example of something you've been doing lately? I mean, obviously you see Donald Trump at the top of every story. Have you guys been tracking that? And what does that look like through the Zignal Labs platform?

Josh: Yeah, absolutely. And we're working with a number of the presidential campaigns right now as well as other organizations. So our customers range from Fortune 10 companies to about half the presidential campaigns or organizations related to presidential campaigns, to news outlets. We have a partnership with the "Washington Post," for example.

And we've found some really interesting data on this. I mean, I actually have it pulled up in front of me right now. So, for example, I can see that 59%, so six in 10 conversations about the presidential race is about Donald Trump over the past five days. And I can tell you in a split second that the most commonly used words and the most commonly used stories about Donald Trump right now have to do with immigration and how he's doing in the primary states.

So it's really interesting, especially when you're looking at these millions of data points, and we want to be able to show you in a split second what's important, what's not; what's happening with the story in real time.

Park: And then what will your customers do with that information? So they get all of this down. Are they reacting? Or what happens next?

Josh: Yeah, I mean, the key is to create actionable insights for our customers. So if you're, for example, presidential campaign, we'll look at 59% of the conversations about Donald Trump. In fact, as we're talking, it has gone up 1% so now 60% of the conversations about Donald Trump. Ten percent is about Hillary Clinton. Seven percent is about Bernie Sanders.

So think about it this way. There are 20 presidential candidates right now. Seventy-seven percent of the overall presidential campaign is about three candidates when there are 20 out there. How do the 17 others create a story about themselves that enables them to break through that void? That enables for the news media to talk about them and, in turn, voters talk about them and then with the ultimate goal of, come January, for people to actually vote for them when they get into the booth.

Park: So you basically were experiencing this in a very analog way. You had your 20 interns there. I can just picture those smoking monkeys getting all this information in for you and then giving it to you and you're like, "Okay. So now what? Where are the insights?" So I suppose in that realm you are trying to arrive at some insight within 10, 15, 20

minutes, and then responding with your own stories. How does this accelerate that process?

Josh: Well, if you think about it, the 24-hour news cycle with cable news really shrunk down. And so then, the news cycles turned into a few a day. And now with just the way that stories move and travel and accelerate, that 24-hour news cycle is more like 24 minutes, and frankly, sometimes more like 24 seconds. And so it's really important to understand exactly what's happening.

So one of the things that we have is we have acceleration algorithms. And that tells you what the trending stories are. And a lot of times when people talk about trending stories, they talk around the context of a snapshot in time. So the example that I always give is let's say there are three cars driving down the road. And over a three-second period, one car goes from zero to 60 miles per hour. Another car goes from 100 miles per hour to 60 miles per hour. And the third car is consistently going along at 60 miles per hour.

You take a snapshot in time of those three cars, at the end of three seconds, you're just seeing the three cars going 60 miles per hour. What you really want to see, what you should care about, and what you actually need to take action on is that car or that story that's accelerating the fastest. So it's going from zero to 60.

So we enable our customers, whether they're a presidential campaign or whether they are a Fortune 10 company or anything in between to say, "Okay. Well, that story's moving the fastest. That's where a lot of people are getting their news from, their information from. The story is being formed in their mind based off of that narrative."

So now these organizations, companies, candidates are able to say, "Okay. This is how I want to push it out there." And then we can also enable them to see well what [inaudible 00:08:53] are actually pushing those stories. Where are people getting their information from [inaudible 00:09:03] not just through that news [inaudible 00:09:06], but about who's spreading them. And so they are able to then [Inaudible 00:09:13] that they do nowadays.

Park: And with that feedback, does it give the author, the brand, be it a brand, be it a politician or whomever, does it give them insight into what channels that they should actually be interacting on?

Josh: That's a great point because if you think about it, there are so many distribution mediums nowadays. That's why we think it's really important and why we bring in every social media mention, every traditional media mention as well [inaudible 00:09:38] because it's really interesting in terms of how those interact with one another.

So let me give you an example. We have some preliminary data that we're going to be publishing pretty soon. But I'll give you and your listeners a sneak preview to it, but what we're seeing right now is if a story starts on social media and then bounces up into local television, and then bounces up into national newspapers, and then bounces up into national television, if it follows that life cycle, and that might be in seconds, might be in hours, might be in days, but if it follows that life cycle, by the time you get to that national television segment at the top, if it's negative, that's really bad. There's not a lot you can do to change it. If it's positive, that's great.

But it's really interesting in terms of how those mediums interact with each other. Sometimes stories will start on television, move to social, move to traditional. You can pick however you do it, but you're going to calibrate your strategy differently depending on how the stories move. So we can show you, "Hey, you know what? Look at this trajectory on social. It's about to bounce up into local television." Now you have the ability to take action in different ways. That's really vital in this type of [inaudible 00:10:50].

Park: So you're really informing a lot more than just the social, the digital folks around a brand. You're informing public relations, public affairs, and the folks that will be working with the regular traditional media as well as what's happening online.

Josh: Oh yeah. I mean we have everyone from the largest PR firms in the world [inaudible 00:11:12] PR firms and they're using it for exactly that. I mean, if you're in a place where you need to push your story out, then, and I'm obviously a little biased, but then you need to use Zignal Labs in order to do it.

Park: Do you have an example, Josh, or a story for us of a customer, the sort of before and after where they ran into a challenge and they didn't have Zignal Labs and then they were slow to react? Something happened that crossed ways with them and then they brought in Zignal Labs and were able to respond better?

Josh: Yes. And actually this is sort of an interesting story. A very large technology company out here in Silicon Valley that probably many of your listeners have used very recently came to us and they said, "Look, we're getting killed on these regulatory issues in DC, but we can't tell where these stories are coming from."

Because it's not breaking on the traditional news outlets like CNN, MSNBC, "New York Times", or "Wall Street Journal." Now, those outlets are picking it up eventually, but where are the stories actually coming from? Where's it beginning?

And so they couldn't tell what was happening. In about three seconds through our platform, we were able to track that story back. And it was coming from a random blogger in New Zealand who didn't have a ton of followers, didn't have a ton of people reading his blog, but the people who did follow him and retweet him and did read his blog and reposted him just happened to be the right people. That's how it was catching on fire.

So this company was, one, able to nip future stories in the bud by really going directly to the New Zealand blogger and working with him. But two, and probably more importantly, for every one New Zealand blogger that exists, there are tens of thousands that are totally irrelevant. So how do you separate the signal and the noise there? How do you make sure that you're concentrating your resources in the right place?

Park: Wow. So, I mean, that's a great example, the democratization of social media. You've got one lone voice in a distant outpost in New Zealand and look at the havoc that they raised. So a tool like Zignal Labs, the timing of it is absolutely ideal it sounds like, just to give marketers, branders, politicians a leg up on paying attention to what's going on. It's almost like a heart monitor for your stories, keeping an eye on what's happening.

Josh: Absolutely. And it's kind of…it should be used in two different contexts, too, for that reason. One is just to track. So think of it as kind of an insurance policy as it's coming along so you can see how stories are moving and you get that baseline. You get that benchmark and that's really important so you can just see day-to-day how's everything moving along.

And then, two, some sort of crisis is to arise. There is a data breach of some sort or whatever it is, the ability to get on top of that in seconds and be able to see all those data points as it's coming in because in those first few minutes of a crisis, that's the time where companies need to define the narrative. If they're waiting weeks, days, or frankly even hours, then they might be losing and that could mean, that means revenue. That means customers. That means reputation. So to be able to stay in front of that in those first few minutes is really key.

Park: Now, great point. Let's take a break for a minute here so we can bring in some of our other sponsors. And again, we'd like to thank Zignal Labs for sponsoring Business of Story and bringing it to all of our listeners. And when we come back, I want to talk a little bit more about this being a tool for crisis communications whatever, but also would like to talk about the proactive use of Zignal Labs. So we'll be back with Josh Ginsberg, Co-Founder of Zignal Labs right after this message.

Park: Welcome back to Business of Story. My guest today: Josh Ginsberg, Co-Founder and CEO of Zignal Labs. Now, we're talking about this wonderful online story tracking platform that allows brands, politicians, anyone that is interacting with the public to be able to see a dashboard of what people are saying about them, what's happening out in the real world.

I think it's a great point to make here that we always talk about storytelling and brands and that brands try to own their story where in actuality your customers own your story. And they're the ones talking and sharing your brand story with the world so you want to make sure that they are sharing your authentic and honest and true-to-life story in all of its glory and not its gory.

And, unfortunately, the bad stories take fire quite often more than the good stories do. So before we look into Zignal Labs as being a proactive tool, I want to talk about, Josh, and I don't know that Subway sandwiches are a customer of yours or not, but they just come top of mind of a brand that's really taken it on the chin with the Jared story and so forth.

And, in fact, we have a Subway right across the parking lot here, and I went in there yesterday at 12:30 for one of my power lunches, of course, and there was not a single soul in there. And, in fact, there wasn't even a worker in there. They were all in the back room and I was afraid I was walking into like a robbery or something. And the guy who I know real well that makes the sandwiches there came outs and I sort of surprised him that I was there, but I was surprised that nobody was in that restaurant. And he said that they had already seen a tremendous drop off in just the last two weeks, but felt like their business would come back with the whole Jared thing.

So how would Zignal Labs play into that? How would Subway use your medium, your platform to have a better understanding of what's being said out there and maybe be ready to react a little bit quicker than they did?

Josh: Sure. Well, and they're not a customer of ours. But, I mean, we do have a lot of crisis customers so when those things come up, they contact us and our goal is to get it up within single-digit minutes so when they call us, they can really get in front of that crisis.

I mean, for Subway, in particular, I mean, they need to look at, okay, well, what type of story is being told about them out there? And I think it's obviously around Jared, things like that right now. And so how do they insert? And this is obviously a really sad story in terms of what happened so they need to have the proper tone as they're talking about it, but how do they put their own voice and narrative within that story so that when you go into a Subway restaurant, it's not empty the next time?

So that's number one. Number two, you need to see who's influencing that story? Who's pushing that story around? Is it a particular news outlet? Is it a particular person on social media? Is a specific national television news story the one that's really driving it? And that way, they can really calibrate, okay, where are people getting their information?

And then it gives them the ability to say, "Okay. Well, here's our message." They need to decide on their message. And then, how do they push that message out there? Who do they give it to? How does it move? How does it spread?

Then, to your point, how do customers react to that? Does that make them comfortable to go back and eat at a Subway? Does it make it comfortable with those workers that you were talking to, make them comfortable to work at a Subway? And so they kind of have to start from that really top-down perspective and really have, at the end of the day, what story do they want their customers hearing in tragic situation that makes them comfortable going to eat there. And you need to look at that and monitor that, stay on top of that and push out your own story in conjunction with all that as well.

Park: So how do brands work with you when they're planning a campaign and they use it now more as a monitoring tool? So it may obviously inform some of their messaging, but now they're not being reactive but proactive. They're going to launch a campaign and they're going to use this as a dashboard to see how well it's doing and where they have to pivot if they need to pivot within their messaging.

Josh: Well, yeah. Let me take a step back and actually [inaudible 00:21:24] talk about this. I talked about this in the context of the Boyd Cycle. So during the Korean War, I believe, there was a colonel in the Air Force, Colonel Boyd, and there was an issue where American fighter pilots essentially weren't winning these dog fights. So he came up with a military strategy, which later became known as the Boyd Cycle, which was the first fighter pilot to observe, orient, decide and act would win that dog fight.

So now let's take that same concept to a news cycle. So the first side to observe, orient, decide and act will win that news cycle. And if I can complete two Boyd Cycles within the other side's one, I'm probably going to win. So it's like I might be really bad at chess, but if I get to make two moves for every one move you make, I'm probably going to beat you at that.

And so what Zignal Labs does, and how we really look at, it is we can really accelerate that first half of the Boyd Cycle, the observe and orient part, to be down to split seconds as opposed to hours, days, weeks, you, our customers, still make the decisions. They still take the action, but we can really accelerate that first half, then we've done our job. Then we put our customers in a good place.

Park: Yeah, completely makes sense. Now, I'm looking through your site, and if you're listening out there, you go to zignallabs.com. You can check out the work there. You have some great clients on here. I see you've got the Sacramento Kings. Can you tell us a little bit without giving away any secrets or any of, well, their secrets, I guess. How did they use the program? How did they use Zignal Labs?

Josh: Yeah. We actually have a case study on our site, which I encourage people to go and download, about how the Sacramento Kings use us. Particularly recently, they just got a new arena and they had to go through the stages of getting the city to approve the arena and everything like that. So they had to monitor really how's the community reacting to this arena? And really tell successful stories about why the arena is going to be great for the city.

So they were looking at volume and they were looking at sentiment and they were looking at who the influencers were. And through calibrating their strategy by getting insights from Zignal Labs, I think they're really talented people over there, too, but using our tool there, they're able to calibrate their strategy to really get the messages out that ultimately led to the arena being approved by the city and now it's being dealt. So the Sacrament Kings, and that was really [inaudible 00:24:09] on Sacramento King staying in the city as well. So I mean, in that case, there's actually real economic impact from the Sacramento Kings and their communication strategy generally.

Park: That's interesting. I'm thinking about this as a worldwide platform when you were talking about your New Zealand blogger and all that, but here's now an example of using it in a very localized way. So you can really dial in geography-wise, I suppose. How [inaudible 00:24:36] with the filters.

Josh: Oh, yeah. Well, and we can look at 150 different countries in 47 different languages. I mean, here's another really interesting way of looking at it. Think of a brand when they put out a new product, and they do a lot of advertising around that product up on TV. There's a really interesting question, which sounds really basic, but how do they answer the question of is my ad working or is my ad not working? They're putting millions, tens of millions of dollars, in some cases, behind these ads. How did the answer that question?

Well, right now, they put the ad up on TV. They waited for it to saturate and penetrate for five days. Then a pollster goes into the field, did a survey, and they say they get their data back three nights later. Then the pollster runs a regression analysis, which messages are working, not working. That takes another 24 hours.

So under that scenario, you're nine days out before you're answering that question, is my ad working? Is my ad not working? Meanwhile, millions of dollars have been spent. And, by the way, I'm not saying we're replacing pollings. I think that's an important function for organizations to do, but what we do have the ability to do is in real time we

can drill down to the media market level, and we can say this is what's working, this is what's not.

Or we can say, let's say in Ohio, in the Columbus media market, this ad's being responded to really well amongst suburban females. And so you can say, "Okay. Well, this is successful." Then the Cleveland media market, it's actually really negative and the number one word in the word cloud is "racist." So you've got a problem there.

So let's change up the ad traffic. Maybe you need to layer in some press in order to really help frame what the story you're trying to tell is. The point is that that now the company will have the insights in order to do that. So from a geographic level, we're really able to do some really interesting things to help inform strategy and define the story.

Park: So your dashboards not only measure how many stories and what people are talking about, but the actual sentiment of the story if it's positive, negative, and where it falls on some sort of sentiment continuum?

Josh: Yeah, absolutely. We're using natural language processing, NLP technology so we can do this in millions or billions of data points in split seconds as it's coming in.

Park: Wow. Well, that's pretty amazing. So when we come back, and we'll take a break for another sponsor announcement here because, by golly, we appreciate our sponsors. It's the only way we can bring this show to the masses out there. I want to talk to you about if the NFL were a client and how would they use Zignal Labs to overcome everything from Deflategate to the domestic violence problems that they're having with their players. The NFL is such a wonderful brand, but they've really taken it on the chin as of late. So when we come back, let's explore that a little bit. Right after this.

Park: Welcome back to the Business of Story and today's guest, Josh Ginsberg, Co-Founder and CEO of Zignal Labs. Really great having you here, Josh. Now as I mentioned, and I guess I got to bring it up because I grew up in Seattle. And I was in the ninth grade when the Seahawks came to town so I've been a lifelong Seahawk fan and I know I'm sure you guys are probably 49ers fans up there. So we've got that wonderful rivalry going back and forth.

And I was sitting in the stands earlier this year when we have that ill-fated play into the end zone. So but it brings me back because I'm just a diehard NFL fan. Great brand. An amazing brand. It's really come under a lot of fire for everything from the domestic violence that their talent is perpetrating out there as well as Deflategate and Tom Brady and all that business. And that's a real difficult thing for a terrific brand like that to take on.

So hypothetically, how could the NFL plug into Zignal Labs and have a better understanding of those stories and maybe how to react to them out there?

Josh: Yeah, well, so I think you said it kind of in the last part of your set up there, which is the first thing that any organization should do in that type of situation is understand what the environment is. So what's resonating with people? What are they picking up on?

And so is it the domestic violence type stories? Is it individual games every Sunday? Is it more of the human interest stories? And so once an organization like the NFL has that benchmark of what's actually being picked up on, now they can calibrate their strategy accordingly. So that's step one.

And then step two is if it's human interest stories and there are a lot of great people and players associated with the NFL, then, yes, there are some bad eggs, but the NFL then has the ability to take some of those really kind-hearted people with great stories and tell that. And so to highlight that before NFL games and they can talk about how the players work with the community and how they have a really positive impact on young people and stuff like that.

And now, once we start putting out those types of stories, they can really balance, "Okay. Well, how are people viewing us?" And then they can look at, "Well, how are we distributing those stories?" Because yeah, they have a really big platform because they can put it on national TV, but we also find a lot of those stories come through social media, through traditional media, through blogs. And they have the ability to say, "Okay. Well, it actually appears that these three websites are really what's driving a lot of the narrative, that's driving a lot of the sentiment."

And so they can also do some really interesting A/B testing. So they can say, "All right. Well, week one, we're going to give this human interest story to website X. Week two, we're going to give it to website Y. Week three, we're going to give it to website Z." And now they can actually quantify all that. They can see how the stories move. How do they travel? How do they spread? Is it positive? Is it negative?

And then, once they have all that data, now weeks four through 16 or four through the Superbowl, they actually really know who they should be giving stories to. What types of stories should they be? And that's a really strong step towards brand improvement.

Park: So it sounds like it is the tool for brand authors out there. And I call them authors because it's really what it ultimately comes down to is owning that story internally and making sure that you share it with the world appropriately, authentically, honestly, and then to see what the reactions are out there so that you can coax the story along. Is there any other tool out there like this? I mean, it seems like it's such a no-brainer in this day and age, but are you the first to market with this kind of dashboard?

Josh: Well, I'm probably pretty biased to answer that question, but, I mean, absolutely. I mean, we've developed a lot of proprietary technology where we're bringing in every social media, traditional media and television clip. And what we're doing is we're feeding each one of those data points through this real-time processing pipeline the split second that's happening. And then we're normalizing that data as it's coming in so we can compute those analytics in real time and presenting that to you in a totally customizable dashboard.

So however you want to slice and dice that data, see it as it's coming in, you can do that. And we're the only company that does that. And I think that's why we're seeing some really exciting traction with a really great team here.

Park: Well, you've seen story from all angles and the national political scale down to national brands and local brands. What, in your mind, is one of the biggest mistakes brand storytellers make when they don't have the right data in front of them?

Josh: Well, I think they're not reacting to the right things. So one of the big issues that you have in a crisis is of a recency effect. So it's effectively the last thing that you saw. Or maybe it's an individual who's just posting something on social media a lot and it's really negative. And so if you're the person who's in charge of responding, you just see the same person just going at you all day, every day.

Because they see that so often and that's the last thing that they saw, too, they think that's what they have to respond to. But what if no one's actually following that person? Or that person actually doesn't have an impact on the overall narrative?

The problem is, whoever does, say, the press person who's in charge of responding is just responding to that individual and so now they're shifting the story the negative tone that's not really going in the direction that's going to resonate with people as opposed to seeing the overall story. What are the themes that are being generated? What are the themes that are really catching on?

And concentrating on that and inserting your story into that overall narrative arc. And that's I think one of the biggest mistakes that people make in crises, but also really in everyday situations, and that's why a tool like ours is vital to that.

Park: Yeah, I think that's a really good point that those survival instincts in us, both as humans and as brand content managers, we tend to focus on the real negative. And if it's that very negative minority out there, they get our attention even though maybe that's not the big theme that's playing out. And we've seen it with a number of our clients, too. They'll come and they'll say, "Oh my goodness! We have to react to this because we've just been getting killed for this, this, this." And we go, "Oh, okay. How have we been getting killed on that?" And they will show us one or two or three emails that will have come in over the course of time.

And we're like, "Well, that's very arbitrary research and a knee-jerk reaction. We need to dial that back a little bit and let's take a view of the larger picture here and the greater themes going on." And I think that's just a natural reaction for most brands that they look at the negative. They focus on the negative. And if it really doesn't have the fire underneath them, they need to move on to other things that are much more positive out there.

Josh: Yeah, I couldn't agree more and look, when I used to have a public affairs firm and when I used to work at a PR firm, I mean the way that I would look at it is if you can't measure, you can't manage it. And one of the reasons that I really wanted to start Zignal Labs is because we weren't able to measure everything that we needed to in order to manage those situations, whether it's really good or really bad. We just couldn't do it.

And so now with our platform, you're able to measure all of those things so that you can actually calibrate your strategy and what actions you're going to take in the best way possible for your client.

Park: Absolutely. I can come back to this whole thought of Zignal Labs now to me, with everything you told me, is sort of your storytelling EKG. You're able to plug it in to see what that [inaudible 00:36:24]

Josh: I like that. I'm going to steal it.

Park: Yeah, if you're telling the right story, if it's raising blood pressures, lowering blood pressures, pulling the plug, I mean it truly is your EKG. So let's bring the show to a close and I will ask you the same question, Josh, I ask all of our guests. If you have one, two, or three storytelling tips that you've experienced throughout your career that you could share with our listeners on how to help them become clearer, more powerful, compelling storytellers, what would they be?

Josh: Well, I'd say the overall theme I'd say is to define your own narrative. Don't let other people do that for you. You can tell your story the best. So if you just start at that point, then the next step is, well, how are you understanding the landscape of how you're going to tell the story, of what are the things being said out there? So that's the next step.

   And the third step is, well, now that you have that data, now you can take action on it. Now you have those actionable insights where you're able to pull the trigger and you're going to say, "Okay. Well, this is how I'm going to tell the story." So just going back to if you can't measure it, you can't manage it, it's that same concept when you're going out there and telling your own story.

Park: So to recap that, define your own story, truly own it, knowing that once you release it out there that your customers own it so you want to make sure that they're owning the proper story. And then understand how that story is playing out on stage in the landscape and pivot where you have to and make sure that you stay authentic within that presentation.

   And then, ultimately, be proactive with actionable insights that really play and color your story from your audience viewpoint, not from the brand's viewpoint. And I guess that maybe is one last point I would make on this that seems to be evident to me is it really requires you as a brand to not focus on your navel, not be a navel gazing brand, but to be paying attention to your audiences, and what do they care about, what are they talking about, placing them as the hero in your story and you as the brand mentor in the story to push them forward. And it feels like that's what this gives me goggles as a brand to really be paying attention to what's happening with my audience out there.

Josh: I think that's really well said. I couldn't agree more. If you want a job in marketing here at Zignal Labs…

Park: Well, it is pretty nice up there. It's going to be 110 here today, so although I understand you got your fan going, too, so that's cool.

Josh: Yeah, that's true. And our marketing person who's sitting in here just now wants to know why I just said that since I'm wearing headphones.

Park: Well, Josh, thank you very much. I know you are swamped up there. Great job with Zignal Labs. If you want to check it out some more, go to zignallabs.com. Really

appreciate you being on the show and very much appreciate you being a sponsor of Business of Story.

Josh: Of course. I love what you're doing and I really enjoyed being here. Thank you.

Park: All right. And thanks all for listening. Again, if you liked what you hear, please go to iTunes and give us a thumbs up in the star category and write a review. Subscribe and certainly share with your friends. And this is more than just us talking at you. When you go to businessofstory.com, we have free downloadable materials and tools to help you craft and tell compelling stories that sell.

So it's all based on a 10-step story cycle process. And, again, my mission, our mission with this program is to help you become more comfortable, more compelling, more powerful as a storyteller whether you're running campaigns, whether you're driving brand strategy, whether you're a content marketer or you're simply looking for a job and you want to tell your story a little bit more compellingly.

So thank you for listening and we will be back again in two weeks with our next guest. Take care.