

THE
APPLIED SCIENCE
— & —
BEWITCHERY
of Storytelling

MEDELA MOMENTS

January 5 Planning Session

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Team Eric Devine

- Jesse Cantu
- Kimberly Sisneros
- Sean Weddington
- Walter Lalumiere
- Tarrifa Paduch
- Melanie Pinkerton

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Team Tracey Roberts

- Margaret Maish
- Nancy Derrick
- Liz Coleman–Socia
- Kaila Scoma
- Mark Sargent
- Mike Kinsley

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Team Larry Rank

- Carol Davis
- Kristy Sasser
- Ashley Strazzullo
- Ryan Miner
- Matt Morris
- Kyle Richter

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Team Josh Shuryan

- Paige Comer
- Joe Ranalletta
- Mark Ilten
- Denise Fielder
- Danielle Williams
- Dustin Nowlin

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Team Peg Manochi

- Lisa Foster
- Andrew Best
- Frank Daleo
- Byron Wallace
- Shelly McElfresh
- Gordon Williams

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Team Cindy Fernandez

- Anita English
- Steve Hope
- Dan Gray
- Randall Pease
- Stu Roth
- Tina Richter

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Team Elizabeth Loretz

- Andre Gilbraith
- Leslie Erd
- Chris Jenkins
- Paul George
- Russ Elggren
- Marc DeMarie

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Team Christina Colson

- Nick Randazzo
- Steve Kammes
- Derrick Gross
- Vickie Hollingsworth
- Bill Cadwallader

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Energizing Your Team

Team Leader Role

- Create a reoccurring Teams meeting
- Use Teams group chat to share files/content
- Support with your examples
- Week one team meeting: team name
- **HAVE FUN!**

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How to Keep Your Team on the Leaderboard

Team Leader Role

- Brainstorm technique uses for customers in real-time activity (emails, presentations, etc)
- Support with your examples
- Involve Park when in need of clarity
- Have a team vote or you can select the best story moment example and submit to Park

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Story Scoring

Individuals receive points for:

- 1 point for a written story
- 2 points for a video selfie
- 3 points for both

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Story Scoring

Your team receives points for:

- Number of stories provided each week
- 3 points if one of your stories is selected among the top three for that week

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Story Scoring

Weekly Story Submittals

All stories and scoring must be in by each Friday at 5 pm PST.

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Leader Board

Team	Written	Video Selfie	Written & Selfie	Total Weekly Points	Total Points To-date

