



# Jumpstart Your Team Bios with this Simple Tool

Writing your team's bio blurbs puts the writer in a pressure-filled situation. Finding the balance between professional strengths and a peek-behind-the-curtain can take time and effort. Plus, it's a sensitive task, requiring honour and care for your humans. Tricky stuff! But I've found a way to make it easier!

I'm sharing the EXACT tool I use to collect insight for engaging bios. It's simple, fun, and gives me everything I need to position each team member as a guide in the customer's story through empathy and authority. So take it for a spin! Let me know how it goes!

- 1 Send the questionnaire to each team member**
- 2 Summarize the responses in 3-5 short sentences**
  - Hint at their personality - make them human
  - Brag a little for them
  - Highlight a particular skill or strength

**3 Final Check**

Make sure you have eluded to one way a customer benefits from that person's strengths.

To your success,



*Dawn*

Dawn Kern  
StoryBrand Guide & Creative Director  
Greenhouse Creative

P.S. If you get stuck, you know who to call. Writing Bio Blurbs is one of my favourite things to do. I'm cool like that.

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# We're Getting the Scoop on our Group



**Your Name:** .....

**Any designations that should follow your name:** .....

**Short forms of your name:** (i.e. Valerie might also go by Val) .....

**When you're not at work, what are you doing?** .....

**You at work:**

Give me an example or two of things that can "make your day" at work:

.....

What would be the highest compliment a customer could give you?

.....

Give me five words (or a sentence) that describe how you think your team helps people:

.....

If you could make a potential customer one guarantee about their experience with you, what would that be?

.....

What's your favourite aspect of your role?

.....

## Give me a sense of you:

You were invited to a dinner party for 12 friends last night. Which of these describes you?

- |                                                                                         |                                                                                                    |
|-----------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------|
| <input type="checkbox"/> Didn't go – love to hunker down at home on my off time         | <input type="checkbox"/> I stayed to help clean up                                                 |
| <input type="checkbox"/> I showed up late because I had two things on the same night    | <input type="checkbox"/> I was happy to bring wine – cooking's not my thing                        |
| <input type="checkbox"/> I spent a fair bit of effort making something special to bring | <input type="checkbox"/> I spent a good chunk of the time having a deep chat with two other guests |
| <input type="checkbox"/> I came and enjoyed listening to the conversation               | <input type="checkbox"/> I hosted that party!                                                      |
| <input type="checkbox"/> I came, I saw, I entertained                                   | <input type="checkbox"/> Was that last night? Shoot                                                |

## The Team

Identify one “superpower” for each of your teammates. (*i.e., Stephanie is brilliant at helping a confused customer feel calm about picking fabric, or Jason is a real detail guy - we can totally trust him to make sure our orders are completed with precision.*)

Staffer #1 Name: .....

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Thanks all! Don't feel you have to overthink this - it just gives me the insight to write a short and sweet bio angled at what's in it for the client :-)