

ST★RMAKER

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The Story Spine

The Story Spine, originally created by playwright Kenn Adams, is a tool for creating well-structured stories. It is a series of sentence fragments that prompt the narrative elements of a story. The template serves as a dynamic and fluid structure, allowing storytellers to create stories that may be visionary, anecdotal, cautionary, inspirational, allegorical, etc.

The following story is illustrated by using the story spine.

Fearless & No boundaries with DHL Express

The Platform

Once there was... a fearless and sincere university graduate named Wing, who returned to Hong Kong from the United States where she'd been part of a cultural exchange program at Walt Disney World.



Wing enjoyed her experience in the US and decided she wanted to work for a company that cared about people. DHL attracted her because of their purpose: 'Connecting People, Improving Lives'.

Now, logistics was traditionally seen as a “man’s industry”, so when Wing first joined as a Tele sales Executive, she had to be assertive and proactive to get the information she needed to learn about the logistics industry.


And everyday... she came to work determined to overcome any challenges with a “can do” attitude and commitment to succeed..

The Catalyst

Until one day... opportunity knocked! She was promoted to Field Sales Executive, where only 4 out of 25 team members were females.

At first, Wing’s customers were skeptical that a woman would continue to “show up” at their warehouses in the factory district of Hong Kong.

But Wing was committed and was not going to let other people’s assumptions be an obstacle to her success. Not only did she continue to “show up”, Wing was ranked as the top salesperson 3 years in a row!



The Consequences

And because of that...Wing's Manager, encouraged to step outside of her comfort zone and apply for a managerial position.

Wing told him she worried she didn't have the ability or experience to lead an all-male team, but her Manager told her she'd gain the experience by doing the job and that she certainly had the ability – after all, she'd been awarded Employee of the Year for Sales Excellence, twice!

And because of that... Wing “fearlessly” applied for the position...and was rewarded with a promotion to Field Sales Account Manager.

The Climax

Until finally... Wing now confidently leads that all-male team and is ‘Big sister’ and ‘Mentor’ for them, providing coaching and encouraging them to work ‘As One’ towards excellence.

The Resolution

And so... that “fearless and sincere university graduate” is paving the way for the next generation of young women to find their success in what is no longer, strictly, a “man's industry”!