The Hero's Journey: A Must Have Tool in the EC Tool Kit to Boost Engagement & ROI
Ivy Walker, Helios Digital Learning

Do the RIGHT THING!

How you can use this knowledge to create more engaging and more effective content
The Hero's Journey

- Call to adventure
- Crossing the Threshold
- Ordinary World
- Refusal of the Call
- Meeting the Mentor
- Tests, Allies, Enemies
- Innermost Cave
- Ordeal, Death & Rebirth
- Seizing the Sword
- The Road Back
- Resurrection
- Return with Elixir
- Threshold of the Unknown
Ordinary World
[Just doing the job]

Threshold of the Unknown

Call to adventure
[Unsettled Conscience]

Refusal of the Call
[Just solving problems]

Meeting the Mentor
[Unsettled Conscience]

Crossing the Threshold
[Accepting that the situation is a problem that needs to be addressed]

Tests, Allies, Enemies
[Reasons to speak up and reasons not to]

Innermost Cave
[Internal struggle with what to do]

Ordeal, Death & Rebirth
[Decision to do the right thing]

The Road Back
[Implementing the plan to speak up]

Seizing the Sword
[Making the plan speak up]

Return with Elixir
[Realizing the benefits of having been true to one’s conscience]

When the Hero Fails

Resurrection
[Return with Elixir]

Return with Elixir
[Elevating the culture]

Hero’s Journey Map for Jay
When the Hero Succeeds

- They are relatable.
- They tap into our emotions.
- They help us to virtually model behavior.
- They become a part of our working knowledgebase.
- They help us to build decision-making muscle memory.

Hero’s Journey Map for Jackie

How Stories Like These Boost Engagement and Effectiveness