

A conceptual image featuring a person's silhouette in profile, facing right. The interior of the silhouette is filled with a dense, multi-layered cityscape, with various skyscrapers and buildings. The person is holding a smartphone in their right hand, which is also filled with a cityscape. The background is a vast, hazy city skyline with numerous high-rise buildings under a blue, overcast sky.

Getting Past “Why Should I Care?”
Relevant Storytelling in an Age of Distraction

Alan Adler, General Motors Media Strategist
November 19, 2014



As children at bedtime, we pleaded with our
parents and grandparents:

“Tell me a story!”

WHAT WE'LL DISCUSS TODAY...

THE BEST STORIES ARE ABOUT PEOPLE*

*they work in products and messages

CREATIVITY HAS NO BOUNDARIES*

*but it's always good to try out the wacky ones
before committing

THE BEST WRITERS READ – A LOT*

*and not just what is on their smartphones and tablets

THE BEST STORIES ARE ABOUT PEOPLE*
***they work in products and messages**



FastLane

SEARCH FASTLANE



- LATEST
- TRENDS
- BRANDS
- TECH
- GREEN
- CULTURE
- PEOPLE
- COMPANY



JANUARY 22, 2014

SHARE STORY

GM's MacGyver Devises Unconventional Uses for Everyday Waste

He might not be able to fashion a homing device from a rubber band and duct tape, but our manager of waste reduction efforts retains the MacGyver spirit by turning waste into valuable commodities.

0 SHARES | 5 COMMENTS | + LEAVE A COMMENT

When life hands you lemons, you make lemonade. When life hands General Motors waste, John Bradburn makes really cool stuff.

WORK WEAR

At Cadillac, Style Isn't Just About the Vehicles

By ROSE KAWAKAMI

An occasional look at what people wear to the office

The Office: On any given day at Cadillac, employees might be testing vehicles in simulated weather conditions, sculpting full-scale car models from clay or promoting the brand at auto shows. The office style at General Motors' Detroit headquarters and its Esso Saarinen-designed Technical Center, which together employ some 23,000 GM workers, reflects that range of responsibilities.

"Cadillac has always been about style and design and prestige, and you can't help but be affected by the brand you work with," said Sean Thornton, advertising manager for the Escalade, who said his style subconsciously became more polished when he moved from Chevrolet, another GM brand, to Cadillac.

The Dress Code: It's business casual, but subject to interpretation. And it has loosened up over time,

said Yanlin Sun, a digital marketing manager. When she started at the company almost 14 years ago, she said, "you could never wear jeans."

"It was probably four years ago, coming out of bankruptcy and with new leadership, that they drastically relaxed the standards," said Sherrie Weitzman, a national advertising manager.

Fighting Stereotypes: "A lot of people assume [if] you work in the auto industry or that you're an engineer, that you must dress in a certain way," said Pamela Fletcher, executive chief engineer for the Cadillac ELR and a self-described "high-heel girl."

In a recent photo shoot, she said, the wardrobe department handed her a lab coat to wear. "That's what they thought I wore every day," she said. "It was an eye-opener to me, that that perception is still out there."

Online >>

See more workplace fashion from Cadillac and other employees at Blogs.WSJ.com/SpeakEasy.



Christine Park, lead designer. Blouse, Tory Burch; pants, Club Monaco; shoes, Nine West; watch, Rolex Datejust



Sean Thornton, Cadillac Escalade advertising manager. Sweater, Banana Republic; pants, J. Crew; shirt, Brooks Brothers; tie, Burberry; shoes, J.D. Fisk



Andrew Smith, executive director, global design. Suit and belt, J. Crew; shirt, Marcs 'Elvis' shirt; watch, Panerai Pam 40



Pamela Fletcher, executive chief engineer, Cadillac ELR. Dress, Helmut Lang; shoes, Jimmy Choo; watch, Chanel; jewelry, Marco Bicego



Brian P. Smith, creative digital artist. Jacket, Jay Coleman; shirt and pants, Banana Republic; sunglasses and pocket square, Tom Ford



Sherrie Weitzman, national advertising manager. Jacket, Per Se; scarf, Nordstrom; glasses, Alan Mikli; shoes, Talbot; pants, Banana Republic



Robert, left, and his father Roman Lys, creative sculptors. Smocks, GM; jeans, Hugo Boss, on both; shirts, Calibrate, Sears; shoes, Red Wing Brazilian

Photos Courtesy of The Red Speed Agency



Bloomberg Businessweek

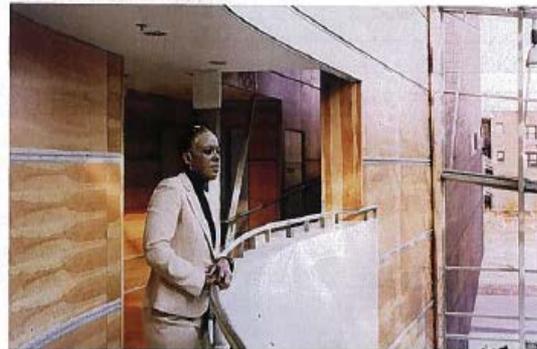
Odd Jobs: Car Cup Holder Designer

If you're planning to take a road trip this week—Triple A estimates that 42.3 million Americans were planning to do so for the Fourth of July holiday, up nearly 5 percent from a year earlier—and you're planning to drink a frosty beverage during that journey—if a [new Dunkin' Donuts survey](#) is to be believed, 59 percent of roadsters will stop for food or drinks two or more times during a summer

local hero

Art Works!

Monica Haslip builds a haven for creativity on Chicago's South Side—and helps thousands of kids paint a brighter future.



Live  Life

O
THE OPRAH
MAGAZINE

→ WHEN MONICA Haslip, executive for Black Entertainment Television, moved to the South Side of Chicago in 1991, she was looking for food restaurants and a place to worship. But she was disappointed to find kids playing on train tracks on street corners, and an

So Haslip—who trained in her native Alabama—started inviting local kids to her basement for art workshops she called the Little Black Pearl (LBP). "People thought I was crazy," she admits. But she soon received a \$466,000 grant that helped her recruit local artists as teachers. Her goal: to help kids imagine a future for themselves beyond their blighted blocks. "I wanted them to see people who look like them, making a living as artists," she says. By 2005 LBP was so popular that Haslip, aided by the city, opened a 40,000-square-foot art and design center, complete with ceramic and painting studios and a

Hold It Right There

Chris Shinouskis makes sure everything in your car has its place.

Known around General Motors' Michigan office as the Cup Holder Lady, Chris Shinouskis is in charge of designing a berth for any kind of beverage, along with all pockets, glove compartments, and trunks for all GM vehicles. The position was created after Shinouskis's daughter

complained that their car had only one seat-back pocket. Since 2005 Shinouskis has pondered the variables that affect what we bring into our cars (convertible owners need a spot to stash sunblock; people in hot climates carry bigger water bottles; residents of China drink

from square boxes of green tea) to deliver smarter storage. "When your arms are full and it's raining, you don't want to wonder, 'Where does my cup go, or my cell phone, or this umbrella?'" she says. "If everything has a place, I've done my job."

—RACHEL BERTSCHE

you do what?!



FROM LEFT: SHUY FOLING; STEVE HECHT

Trendsetters at Work: Cadillac's Lead Designer Christine Park

online.



In this week's edition of Trendsetters at Work, we're heading out east to Detroit to visit the Cadillac headquarters where we discovered some seriously chic employees, much to our surprise!

At the top of her game in a male-dominated industry sits ultra-stylish **Christine Park**, lead exterior designer for the car company, who impressed us right away.

Here's what we learned about her inspiring *and* creative career:

How I Went From Art School To GM's Senior Cadillac Designer By Age 28

Forbes
Woman

*This is a guest post by **Christine Park**, 28, senior designer for Cadillac at [General Motors](#). It is part of an ongoing series exploring [youth in the office](#).*

Growing up in Cupertino, California, which is best known as the home of [Apple](#), I was surrounded by an aura of optimism that comes from the infinite possibilities technology and the dot-com era brought. Being exposed to this tech culture allowed me to realize at an early age the impact of innovation and thinking outside the box.

Ever since I can remember, art was my passion. I would draw, and continue to draw, on anything I could find. My parents noticed my talent from a very young age and always encouraged me to follow my passion, never pressing me to follow the exact same path as everyone else. I remember one day my dad telling me that I would be a great woman of influence. He said it

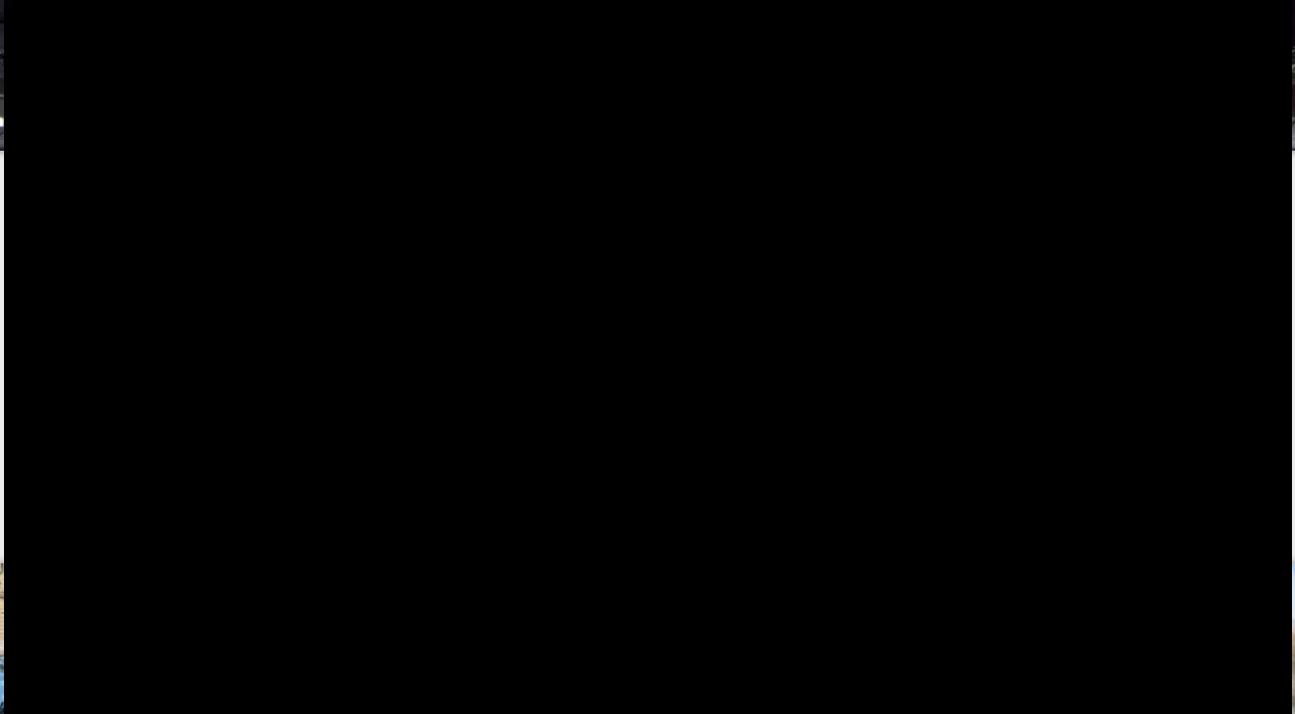


Christine Park



CREATIVITY HAS NO BOUNDARIES*

***but it's always good to try out
the wacky ones before committing**





- LATEST
- TRENDS
- BRANDS
- TECH
- GREEN
- CULTURE
- PEOPLE
- COMPANY

SEARCH FASTLANE

MAY 5, 2014

SHARE STORY

Sinkhole de Mayo: Remembering The Eight Sunken Corvettes

Twelve weeks after a sinkhole emerged at the National Corvette Museum, we look back at the eight cars once trapped underground.

1
SHARE

0
COMMENTS

+
LEAVE A COMMENT

TRENDING

1 WEEK AGO
How Chevrolet Makes the

Traditionally, Cinco de Mayo is celebrated in Mexico's victory in the Battle of Puebla. In this FastLane, we're honoring the cars that were trapped in a sinkhole at the National Corvette Museum in Bowling Green, Ohio, twelve weeks ago, a sinkhole that plummeted 30 feet into the earth.



10 SONGS FOR YOUR AUDIO TEST DRIVE



Matt Kirsch, lead audio engineer for the Chevrolet Cruze, spends more than 500 hours a year listening to car audio systems.

Matt Kirsch, lead audio engineer for the Chevy Cruze, offers his top 10 set of songs for your audio test drive:

- 1) "Packt Like Sardines in a Crushd Tin Box" by Radiohead
- 2) "Bird on a Wire" by Johnny Cash
- 3) "Don't Know Why" by Norah Jones
- 4) "Diamonds and Rust" by Joan Baez
- 5) "No One" by Alicia Keys
- 6) "Hotel California" by the Eagles
- 7) "Boom Boom Pow" by the Black Eyed Peas
- 8) "Rock that Body" by the Black Eyed Peas
- 9) "Hide and Seek" by Imogen Heap
- 10) "He Mele No Lilo" by Mark Keali'i Ho'omalulu from "Lilo and Stitch"

BUCKLE UP



Car Design Driven by 2,500 Post-it Notes

IT'S AN UNSEASONABLY cold day at General Motors Co.'s Technical Center in suburban Detroit, but Cody Hansen and I are cozy warm inside a Cadillac SRX as he runs through the electronics on the touch screen.

Interface with iPad? Check. Steer by touch? Sure. Want a GPS that knows your driving style? Gotta have that. A GPS that knows your favorite routes? Gotta have that. A GPS that knows your favorite routes? Gotta have that.

can swipe and pinch just like an iPad too. Another bonus: It recognizes your natural speaking voice, even a Valley Girl accent or a Texas twang.

These systems are all the industry rage now, but what makes Cody's approach unique is how the GM team got to this point. Designing CUE took years and research — "a lot of trial and error" — and it's all on the wall.

AMERICAN WAY

A large, tall stack of newspapers and magazines, showing various colorful covers and text. The stack is the central focus of the image, set against a plain, light background.

THE BEST WRITERS READ – A LOT*
***and not just what is on their smart phones
and tablets**

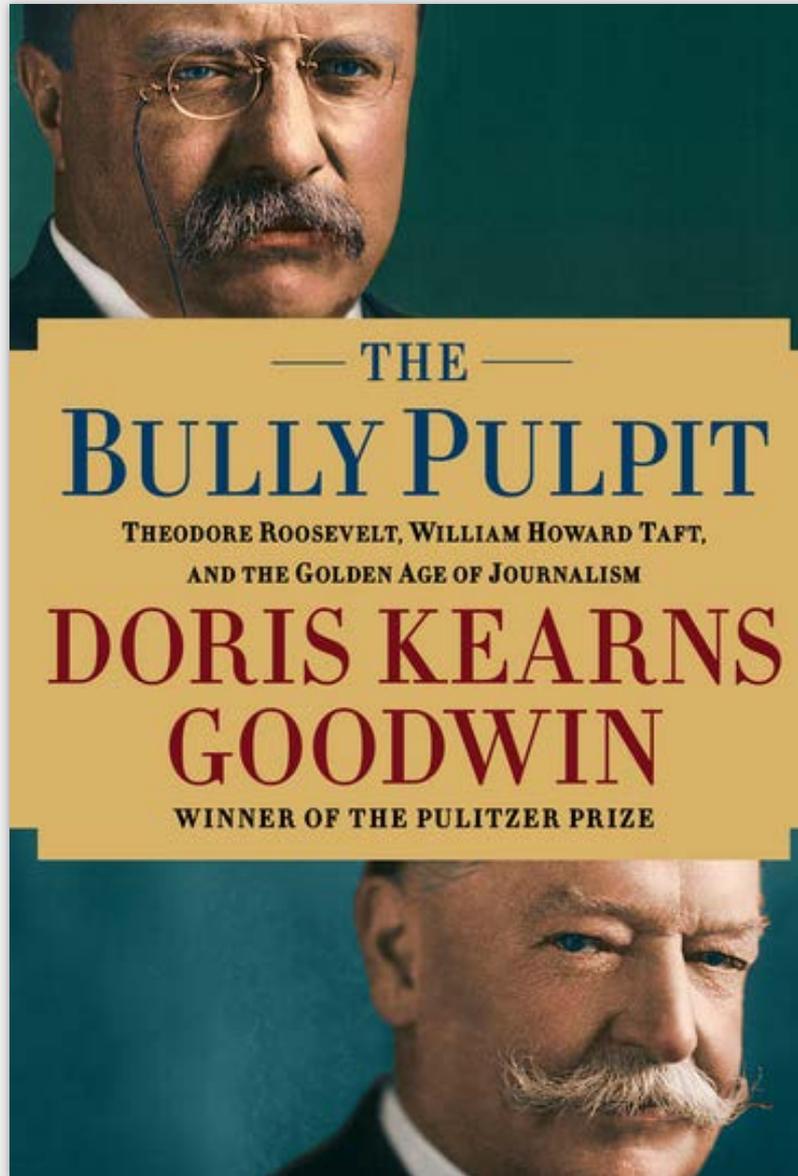
Hot Wheels



The color options for new cars this year sound more like grocery store showroom offerings. According to executives at Toyota, Mazda and other automakers, food-themed colors often rank among the bestsellers, a trend they attribute to America's growing food obsession. The 2015 Nissan Murano, which comes out in late 2014, will be available in Java Metallic and Cayenne Red. The Chevy Spark (pictured) hits dealerships this month in Fresh Lime and already comes in top-selling Salsa. And Toyota just released the Scion FR-S in Yuzu, a yellow shade named after the Japanese fruit. They decided not to call it Lemon, for obvious reasons.









Thank You