

# CultureShape, LLC

## M. Carolyn Miller, MA



*Carolyn is an award-winning writer, content developer, and narrative/senior instructional designer. Her "game brain" and deep knowledge of story, combined with her visual and interactive "translation" skills, results in experiences that are not only relevant and engaging, but also capable of shifting attitudes, beliefs and/or behaviors at a deep level.*

### Key Capabilities

A writing and narrative/instructional design veteran, Carolyn lives by the learner maxim, "What's in it for me?" This question drives the content she produces (and life, really). A generalist who makes content accessible, she excels at "getting the story" and translating it, and has worked in multiple industries.

### Craft:

- **Writing:** Feature and how-to articles, books/workbooks, blogs, profiles, simulation business cases and narratives, book summaries, essays, fables and stories
- **Narrative/Instructional Design:** Source research, design (learning maps, concepts, storyboards) and development (writing, visuals, interactivity and branding)
- **Visual/Interactive:** Infographics, tabletop games, interactive tools, gamification
- **Speaking and Facilitation**

### Education and Credentials

- M.A., Transformative Language Arts (Goddard College, 2004)
- Author, *Entrepreneurship* (McKinley College, 2008)
- 2015 APEX award, first place, features
- President, Pacific NW Chapter, American Society of Journalists and Authors (ASJA)
- Member, Colorado Authors League
- Signature Programs:
  - *The Grand Game of Story*
  - *The Marketing Map for Social Artists*

### Areas of Expertise:

- Story/narrative (personal mythology/psychology and strategy)
- Games, game-based learning, and gamification
- Employee development and instructional design
- Entrepreneurship

### To Learn More:

- [www.cultureshape.com](http://www.cultureshape.com)
- <https://www.linkedin.com/in/mcarolynmiller/>