

# Analisa Goldblatt



SENIOR CONTENT STRATEGIST

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A TEKsystems Company



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# The Magic of Why

Invisible Forces Behind Communication

Analisa Goldblatt

SENIOR CONTENT STRATEGIST

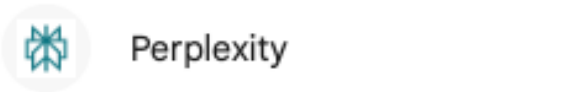


“Storyteller”

X2

between 2024-2025





## Executive Communications

Perplexity · San Francisco

\$ 190K–240K a year



## Head of Storytelling

United States · 1 month ago · Over 100 people clicked apply

Promoted by hirer · Responses managed off LinkedIn

✓ Remote

Full-time

“Strong strategic thinking abilities”

## Content Writer (Creative)

5 days ago · Over 100 people clicked apply · Responses managed off LinkedIn

✓ Hybrid

Full-time



## Conversational Designer

United States · 2 weeks ago · Over 100 people clicked apply

Promoted by hirer · Responses managed off LinkedIn

✓ Remote

Full-time

Apply

Save

“The ideal candidate will have a passion for storytelling and a deep understanding of audience needs.”

of audience

“A unique strategic communications lead”



## Communications Lead

McDermott Will & Schulte

## Communications Manager, Visual Storytelling

Chicago, IL · Reposted 2 days ago · Over 100 people clicked apply

100 people clicked apply · Responses managed off LinkedIn

Full-time

ARTICLE

## What the hell is a chief storyteller anyway?

During my recent job search (which happily ended in me joining the Econsultancy blog team), I received a number of adverts calling for a Chief Storytelling Officer.

Clearly I'm way behind on this. SAP hired its own chief storytelling officer as far as I know.

“Combines the art of conversation with content strategy.”



## Coordinator, Media Management (Storytelling)

National Geographic Society · Washington, DC

Paid time off · Health insurance

## Head of Storytelling, Miro

\$220-275k

+ Equity

Expert level

Amsterdam London New York

2-5 days a week in office

“Behind every major technological transformation is a narrative that secured the funding.”

## Technical Writer & Data Storyteller (Executive Communications)

The Planet Group

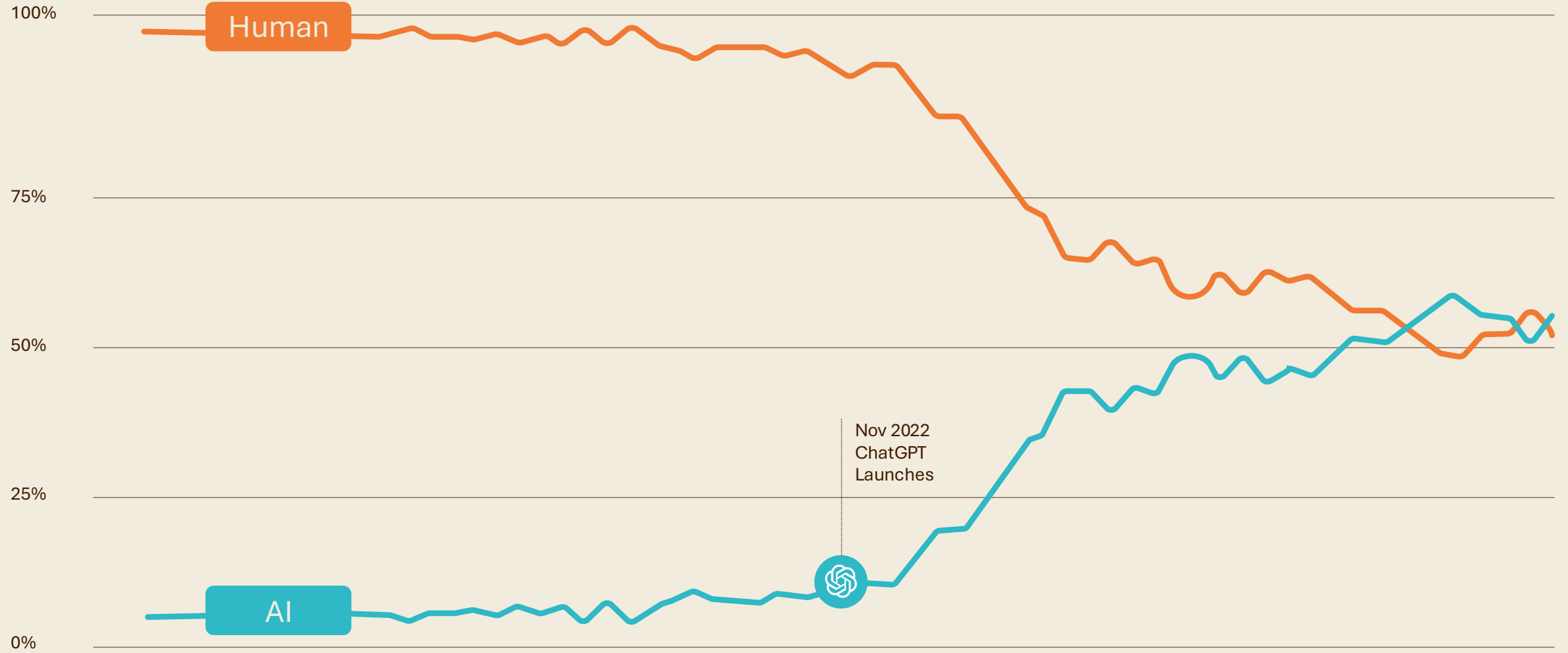
Wayne, United States · ~\$90,000 - \$155,000 /year (est.) · 2 weeks ago

Until 6/14/2026

You can't pattern match taste.



# GRAPHITE, 2026



Human

AI

Nov 2022  
ChatGPT  
Launches



So, what's the *risk*?







HOME M

W & I

argest D

END!

REDUCE

APPLES	\$3.99
BANANAS	\$1.99
CARROTS	\$1.99
CUCUMBERS	\$1.99
EGGS	\$2.99
ONIONS	\$1.99
POTATOES	\$1.99
TOMATOES	\$1.99
ZUCCHINI	\$1.99

“People aren’t turning to AI because the work is complex. They’re turning to it before they’ve had a thought of their own.”

Dr. Liz Gerber

FOUNDING CO-DIRECTOR AT NORTHWESTERN'S CENTER FOR HUMAN COMPUTER INTERACTION

# AI doesn't have...

- ◆ A POV.
- ◆ Discernment.
- ◆ Judgement.
- ◆ Taste.



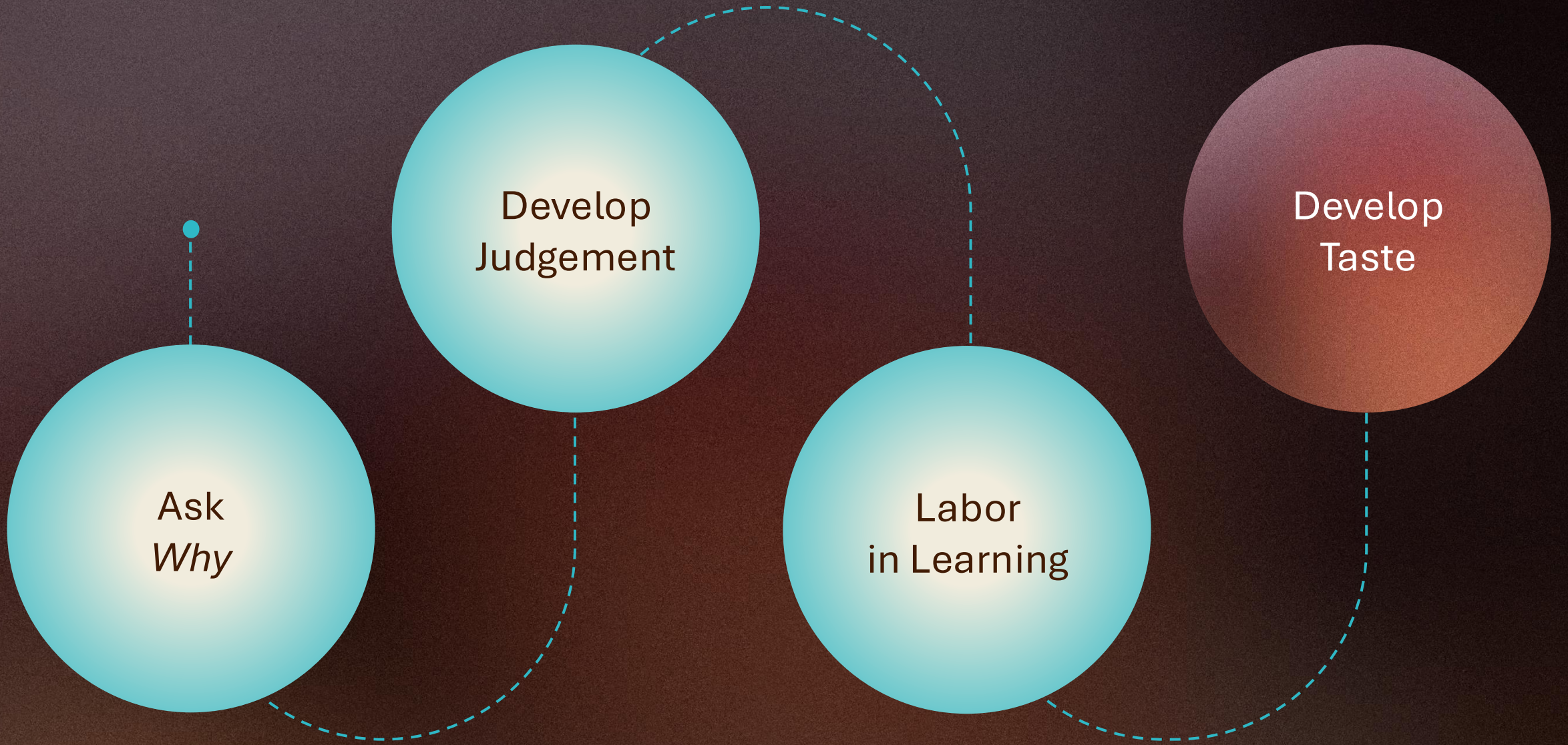
AI will perfectly execute your  
*terrible* concept.



“The thing that is increasingly limited...is having good taste and intuitions about what to do next. Developing and maintaining that taste is going to be the hard thing because...taste comes from experience. It comes from reading the primary source material—doing some of the work yourself.”

Jack Clark

CO-FOUNDER, ANTHROPIC



Ask why before you ever  
get to the what and how.  
*The why is the magic.*



## Why (was the content created)

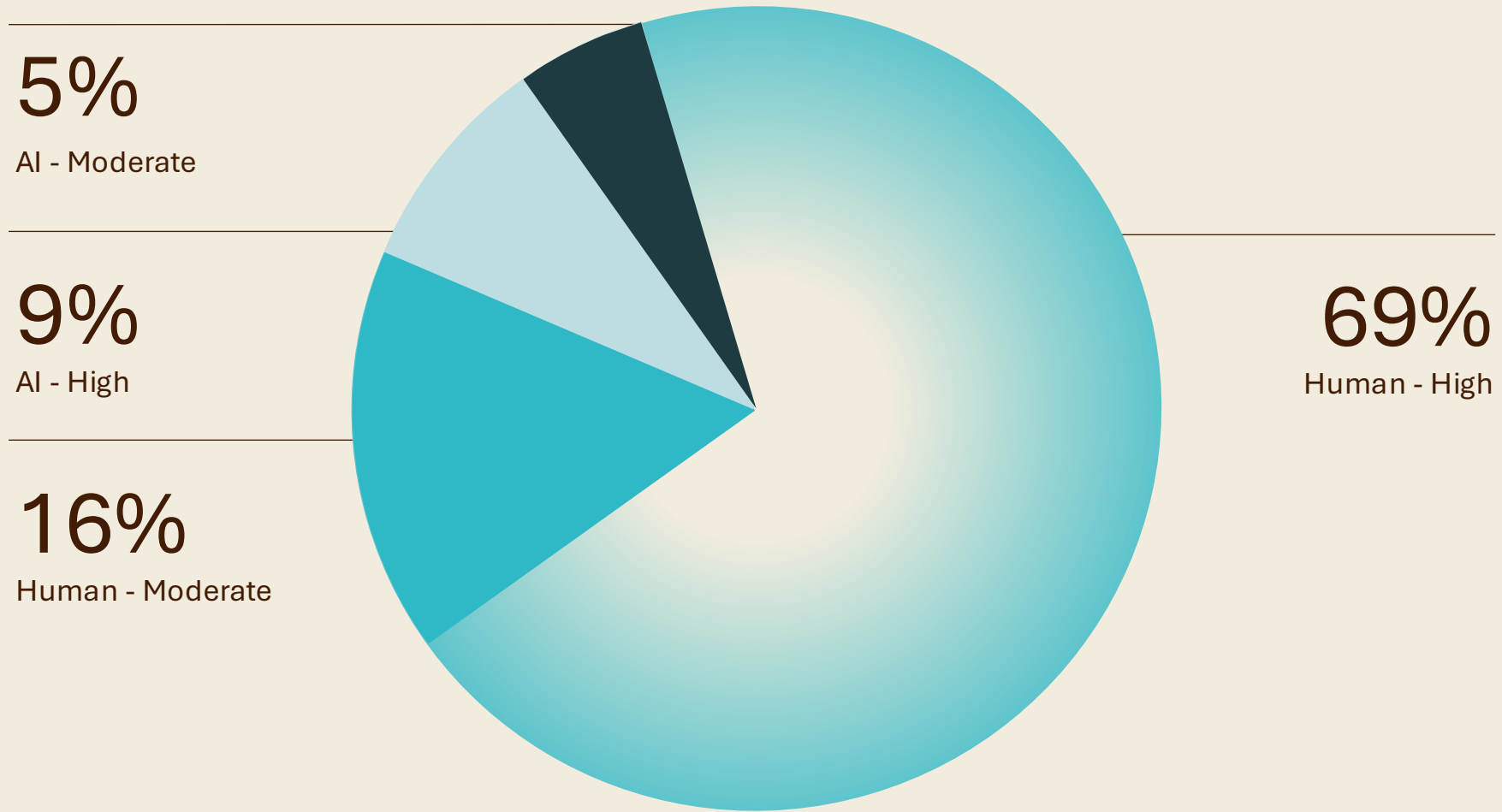
**"Why"** is perhaps the most important question to answer about your content. Why is it being created in the first place?

The "why" should be that you're creating content primarily to help people, content that is useful to visitors if they come to your site directly. If you're doing this, you're aligning with E-E-A-T generally and what our [core ranking systems](#) seek to reward.

If the "why" is that you're primarily making content to attract search engine visits, that's not aligned with what our systems seek to reward. If you use automation, including AI-generation, to produce content for the primary purpose of manipulating search rankings, that's a [violation of our spam policies](#).



# Authorship of Articles in Google Search



DEFINITION

# Thoughtstipation (noun)

thot·sti·pa·tion

1. The mental constipation caused by an over-reliance on AI tools.
2. When a person outsources thinking and can no longer reflect, create, or be in touch with their own ideas and selves.



Your taste is *priceless*.



01

Have I  
answered *why*?

02

Am I robbing myself  
of experience  
opportunity?

03

Will this tool execute  
on my judgement  
and taste?



# Thank you.

One North is a digital experience agency that combines curiosity, scale, and agility to shape the future.

As part of TEKsystems, a leading provider of business and technology services, we offer boutique solutions to solve complex problems. Our multidisciplinary teams of strategists, designers, and technologists excel in research and discovery, experience strategy, design, experience management, and technology implementation. Whether clients are establishing a vision for an experience or optimizing an existing one, we help businesses understand their audiences, design experiences, maximize technology, and bring their digital ideas to life. The world's most successful companies rely on us to forge the future through electrifying work that sparks innovation and drives results.

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