

# The Power of Storytelling

1

## Finding it.

Our storytelling workshops are a journey of discovery, a purposeful search for brand meaning and context that inspires and informs our direction.

.....

2

## Distilling it.

Cultivating what we unearth, we extract the essence of a brand's story and use both tangible and intangible elements to craft a tale that resonates.

.....

3

## Telling it.

Stories are the pathway in. The door through which brands are able to spark our imaginations, trigger our emotions and invite us into a relationship.

.....

4

## Evolving it.

The world is evolving and so too must our stories. Now more than ever, brands are required to articulate their purpose, bring their values to life and respond meaningfully to an evolving world where everything is being questioned.

.....

# The brand-critical questions we can help you answer...

## Finding it.

What is your master narrative?

What drives you and your brand?

What values inform what you do?

What beliefs sit behind those values?

.....

## Distilling it.

What are the sub-narratives that make up your story's ecosystem?

What are your audience's stories - their needs, underlying desires and dominant emotions?

How are you relating to your audiences and adding value?

What features, attributes and benefits are being shared?

.....

## Telling it.

How and where do your stories come to life?

How do you engage the right people, at the right time and at the right place?

What channels are the most relevant to communicate your story to your audiences?

How do your stories translate visually?

What is the right tone and language to communicate your story?

.....

## Evolving It.

How is your story evolving and how are you staying agile and  
relevant in 2020?

How do we measure what matters and evaluate our efforts for continuous improvement?

How do we future proof your story?

What's the next chapter?