Introducing: THE ULTIMATE TOOL FOR BUSINESS SUCCESS
An engine that harnesses imagination
AN ENGINE CALLED STORY

A NARRATIVE ACCOUNT OF INCIDENTS OR EVENTS DESIGNED TO INTEREST, AMUSE OR INSTRUCT
WE GO BEYOND ‘CORPORATE STORYTELLING’ AND USE STORY DESIGN AS A STRATEGIC BUSINESS TOOL
WE HAVE

REVERSE-ENGINEERED
THE
COMPLETE CREATIVE PROCESS

& ADAPTED IT FOR THE BUSINESS WORLD
YOU CAN **DESIGN** A **CLEAR PATH** TO ANY **SUCCESS OUTCOME**
EXISTING TOOLS FALL SHORT IN THIS NEW BUSINESS ERA
WE ARE FACING UNPRECEDENTED CHALLENGES

GLOBAL DISRUPTION
Technological and social changes that upend your industry

CLIENT RETENTION
Remaining viable amidst increased competition

EMPLOYEE ENGAGEMENT
Sourcing and inspiring dynamic individuals and teams

PROJECT MANAGEMENT
Producing visionary and competitive strategic plans

CAPITAL INVESTMENT
Securing investment in an unpredictable economy

EFFECTIVE MARKETING
Accurately defining and connecting with your target audience

RESOURCE MANAGEMENT
Missed opportunities and wasted resources causing diminished morale
To survive...

To thrive...

BUSINESS TODAY NEEDS A NEW CREATIVE TOOLKIT
STRONGER TEAMS HELPS BUILD STORY THROUGH SHARED VISION
STORY REVEALS STRATEGY BY ANTICIPATING MOVES
STORY
IGNITES
INNOVATION
BY HARNESSING HUMAN CAPITAL
(And so much more!)
AT Success STORY™

WE TRAIN YOU IN THE ART OF STORYTELLING — AND THE DYNAMICS OF STORY DESIGN — AND HOW TO USE THEM IN A REAL-WORLD, NO-NONSENSE BUSINESS ENVIRONMENT
SUCCESS (BY DESIGN)

- Stronger engagement & drive
- Clearer vision & objectives
- Greater energy & inspiration
Let us help you design your success story with...
WORKSHOPS
Where you discover your new creative toolkit

PUBLIC • PRIVATE • BESPOKE

Success STORY™
CONSULTANCY
ON-SITE • OFF-SITE • REMOTE

Where we help you bring the power of story to your unique situation
DESIGN

Where we do the heavy lifting for you