

theStorytellers®

vision into results

People remember stories

A compelling story can engage, inspire and even change the way people think about things. And when they hear a really good story, they tell others.

We tell business stories.

We would like to help you tell yours.

Unite behind the vision

Your business is on a journey. A journey to success. Your strategy has set the course. But you know that success will be shaped by the attitude and actions of your people.

You need to unite them behind the journey and clearly understand the role they can play in its development. You need them to actively participate in building and owning their part in the Story, maintaining their interest and involvement through the pressures of their day-to-day work. Continuously contributing ideas for best practice which will improve their ways of working.

Why Storytelling?

Storytelling is the original and most effective way to communicate. Stories capture the heart and mind. They bring clarity and meaning to complex messages. Stories spark the imagination and inspire solutions. They provoke action and stimulate change.

We have harnessed the power of storytelling by creating a practical and proven set of tools and techniques to sustain your organisation's engagement in the business journey.

We will transform your vision, values and strategy into a compelling business story, brought to life in a way that everyone can understand. We'll equip and enable internal storytellers to engage others in the story. To stimulate dialogue and help them to build their own role in it by understanding the practical ways in which they can contribute – and the changes they need to make.

Then we'll help you keep the journey alive by feeding it with success stories that illustrate progress and best practice - recognising the heroes of the organisation and keeping people engaged.

Storytelling works!

It engages people by translating complex corporate messages into real-life, human situations to which people can relate. Situations that enable them to discover and own their part in making success happen.

It sustains engagement by continuing to inspire and stimulate people. Contributing ideas and practical examples of how everyone in the business is playing their part in building the future.

We've made storytelling work for some of the most high-profile brands and organisations in the world – with proven and tangible business results.

We would like to make it work for yours.

Please contact Alison Esse

The Storytellers UK Ltd

Tel: 01235 815562

or

020 7631 3375

alison@the-storytellers.com

www.the-storytellers.com
