

If organisations are to retain their competitive edge, successfully overcome the challenge of rapid and frequent change and attract and keep the best talent there are 3 essential story elements to master.

1. Conveying the power of the proposition - your value to the market
2. Conveying the power of purpose - your value to the world.
3. Conveying the power of people - your ability to attract, retain, and engage the very best.

**Purpose:** As a minimum customers need to understand, value and emotionally connect to your proposition. If not a better presented, competitor story beats yours.

**Purpose:** Your story must play to the customer's buying motives. When quality, price and service are similar customers buy if the organisation includes a story of their social purpose.

**People:** Understanding a company's purpose helps employees answer the question: "Do I belong here?" As an employer, you must ensure that they can answer, "Yes."

So what are we doing to help organisations address this challenge and take further what they have already achieved?

## The Challenge



# Story Telling (in business)

futurevision



Why

Millennials & Gen Z are demanding a different kind of contract on engagement, meaning, and purpose. They must trust their organisations story and the leaders that share the story. It will define you as an employer of choice and engage them or not and if not, they will leave you or stay disengaged.

Those organisations and leaders that tell the most captivating, emotionally aligned stories directly help to retain and increase customer spend and staff loyalty.

Story telling is an art that can be learned by everyone. Every great story moves people into sharing them and acting them out with others, since the origins of humanity.

What

Great stories establish beliefs about safety, future possibilities and how current potential can become so much more. Powerful stories are their to motivate visions, teams, meetings, purpose, people, products, marketing and presentations. They are the glue that get people through uncertainty and change.

## How does it work?

Organisations need their Master Story. Leaders need their personal leadership story and staff their individual purpose story. All honoured and interlinked. If you would like to explore the power of these then contact Glenn Bracey, where he will answer any questions you might have and introduce this field of work.

Our team, led by Glenn will introduce you to the theory and concepts and then work with you to develop a bespoke approach which involves:

- Identifying which teams, departments or functions will be involved in the project
- Introducing specific, proven models that structure affective Story Telling
- Creating a bespoke programme of learning based on the power and applications of Story Telling.
- Promoting social learning and exchange so participants can share their experiences, learning, insights and value
- Introducing simple feedback loops and measures so people can self report throughout and the organisation can track progress against relevant KPIs.

# Story Telling (in business)

futurevision

Right for my organisation now

Every company has a powerful story to tell but few maximise its potential. Often because the original or best story got lost or blurred along the way as organisations experience some form of change or disruption.

You may want to consider Story Telling (in business) with Future Vision if...

You would like to get everyone aligned, passionate and committed to your story.

You would like to define what is your organisation's best master story and align that with your, leader and staff stories.

You want to increase staff engagement and loyalty

You want to attract and retain the best talent and approaching generations

You want to stay fresh and relevant to your market place and customers

You want to differentiate against competitors when you have similar price, quality and service standards



07867 531 333



glenn@futurevisiontraining.co.uk