

Stories connect us to our audience.

Stories don't have to be grandiose and complicated. Punchy micro-stories can do the job



The Way We Were stories

Highlight what's changed in you or your organisation

Burning Platform stories

Tell your audience about a current problem

Springboard Stories

Are positive tales of how you conquered a challenge



Your personal experience helps you create unique stories. Rehearsing (perhaps with a voice recorder) and using everyday language will make you more human