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THE BIG STORY SHAPING AGENCY

# Transforming employee engagement through storytelling



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We help organisations  
and leaders **around the  
world** shape their  
stories...

... using the techniques  
of **multi-million dollar  
television networks.**

1. The global engagement crisis
2. The influential power of story
3. Transforming the employee experience



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# The global engagement crisis

# The engagement crisis



Only 15% of the world's workforce are engaged in their work.

It's a global happiness crisis. Causing workaholism, stress, insomnia, loss of sense of humour and divorce.

Disengaged employees cost the US around \$500 billion a year in lost productivity.

# Story is the answer



A company without a story is usually a company without a strategy. (*Ben Horowitz*)

A strong purpose can grow revenue four times faster, create seven times more jobs, and increase stock prices 12 times faster. (*Type A communications*)

Employees who know and understand their company's purpose are 51x more likely to be fully engaged than those that don't. (*Modern Survey*)

The behaviours of highly engaged business units result in 21% greater profitability. (*Gallup*)



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# The influential power of story

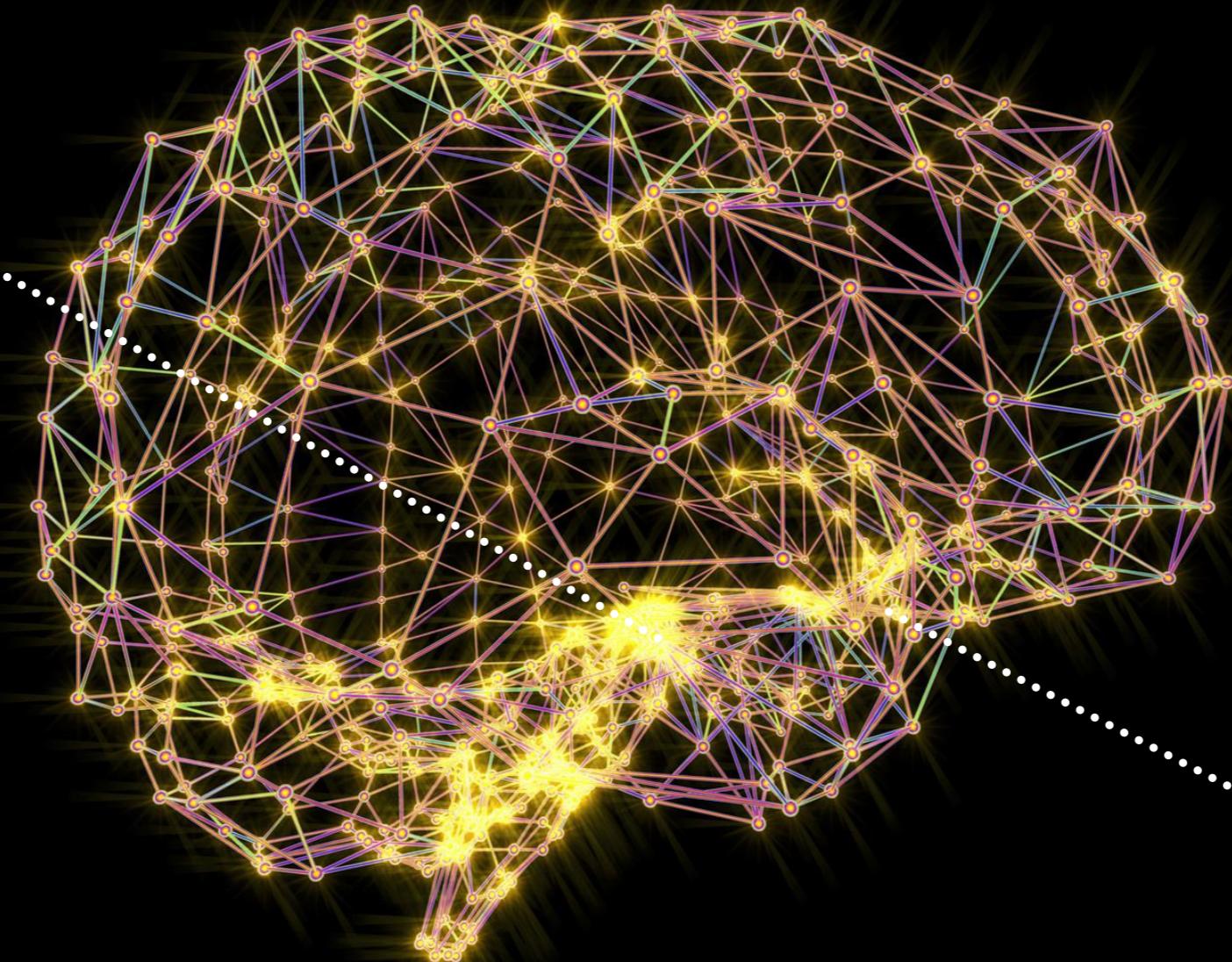




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oxytocin



cortisol





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1. Character

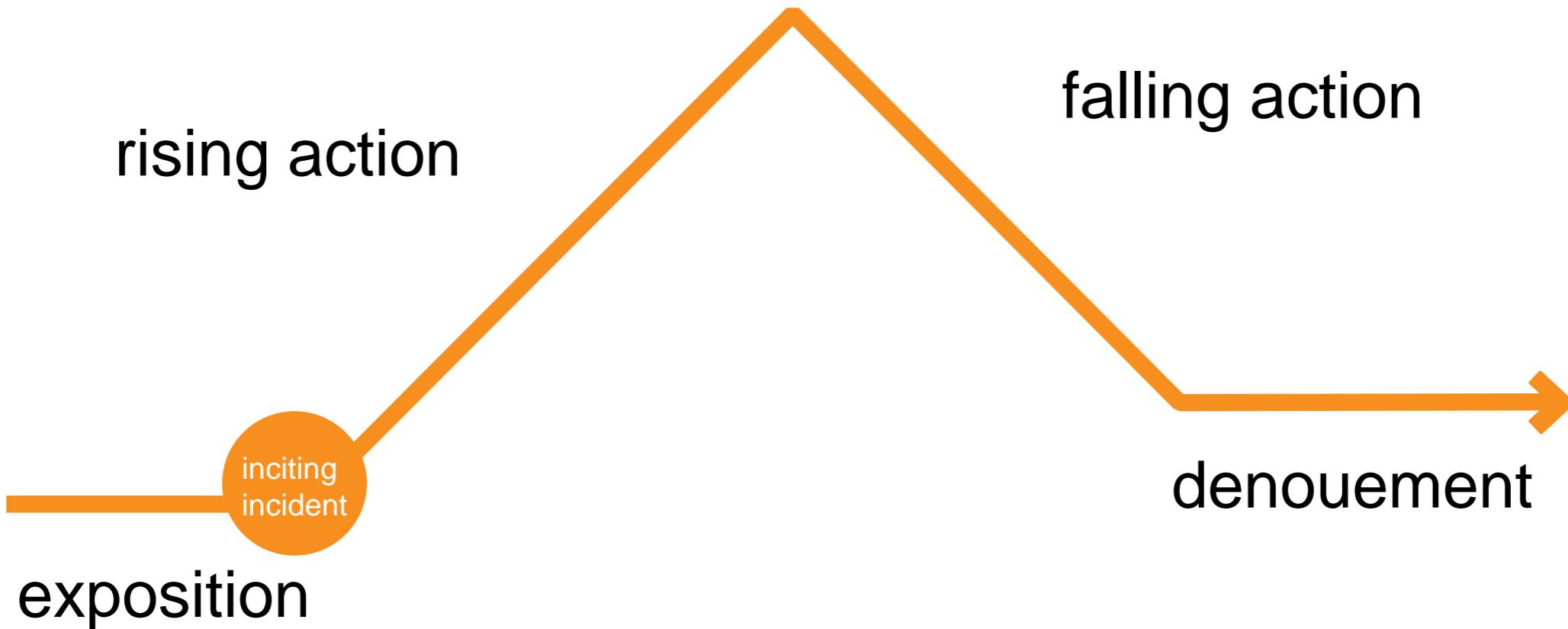
2. Journey

3. Tension



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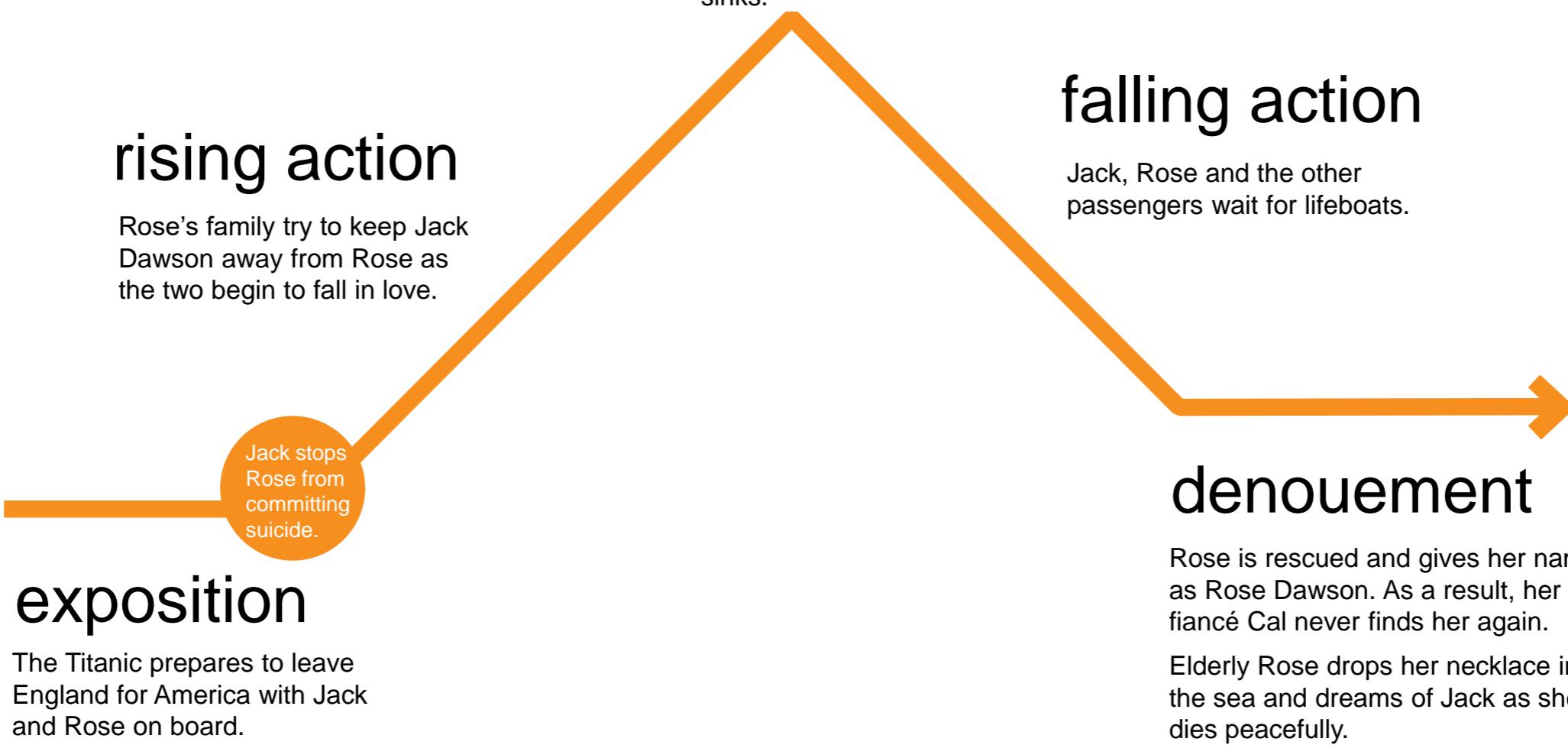
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# Transforming the employee experience

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1. Backstory
  2. Story shaping
  3. Episode planning
  4. Bringing it to life
  5. Driving the narrative

1. Backstory
2. Story shaping
3. Episode planning
4. Bringing it to life
5. Driving the narrative



**History, characters, metrics.**

Where we develop our understanding of our clients' people, their organisation, and its recent (and not-so-recent) history. We clarify the issues and prepare the ground for the development of a unique story. And vitally, we benchmark the measures that will demonstrate that the story is working.

1. Backstory
2. Story shaping
3. Episode planning
4. Bringing it to life
5. Driving the narrative



**Big questions, unique answers.**

Where we design the narrative to tackle the engagement challenges often associated with big change. We use our deep understanding of story science to develop the components of a compelling story, working closely with our clients to create something relevant, resonant and long-lasting.

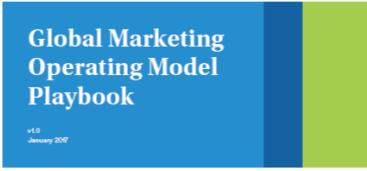
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## The masterplan.

Where we map the ebb and flow of the story and prepare the detailed sequences of communication that will bring the story to life. True narratives aren't static, they don't fit on a presentation slide or sit on a page. They live and breathe out in the world. That's where the magic happens.

- 1. Backstory
- 2. Story shaping
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**Creativity, focus, momentum.**

Where we make sure each episode of the story is delivered perfectly. We'll assign you a dedicated story editor who will keep your plan on track over time, reviewing the success measures regularly to refresh the narrative and keep it on track. We believe in our stories, and we'll stay close as the results come in.

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# What's your story?