

Facts
Inform...

Stories Transform



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“What’s keeping us from the next level?”

**“How do we all get aligned
to a common crusade?”**

Every business has stories to tell. It is the rare leader who leverages the vast potential of a story to integrate and advance business performance. And when that leader deploys a story in this manner, it becomes a strategic story.

Strategic stories provide an added dimension and practical value often lost in traditional business approaches. Strategic stories connect with people to transform the culture and brand(s) into a unique, competitive advantage that drives sales and results in profits to the bottom line.

The Strategic Story Studios’s team is composed of seasoned business practitioners who combine classic business tools and best practices with the transforming power of strategic stories to deliver stunning results.

Strategic Stories: Power Business

Strategic Stories at Work*

* These representative stories are not clients of Strategic Story Studios.

Amazon.com

Remember the first time you bought a book online? It was probably at amazon.com. Did you tell someone what an amazing experience it was to browse online, purchase, and then have the book arrive a couple of days later?

FedEx

In b-school, Fred Smith, the founder of Federal Express, was told it was impractical and would never work. Today, he tells a different story as the words "FedEx" are a natural part of our lexicon.

Southwest Airlines

Legendary customer service built on love, humor, and on-time performance has created word-of-mouth stories that build customer and employee loyalty.



A strategic story holds the power to transform a business one customer, employee, investor, shareholder, director, and leader at a time.

Strategic stories are not necessarily elaborate productions or lengthy prose. Strategic stories meet their business objectives with excellence. Strategic stories have many expressions, but one common element. They are relevant to business life today and tomorrow.

Audiences are drawn in, touched and memorably transformed by the raw power of a strategic story.

Strategic stories have the power to:

- Focus an entire company.
- Win & retain customers.
- Strengthen brand & market share.
- Attract & retain employees.
- Stimulate & reinforce corporate culture.
- Create word of mouth promotion.
- Gain publicity & public relations.
- Revolutionize entire industries.



Strategic Stories Work

Think back to the last time you heard a great speaker deliver a speech or a pastor preach a sermon. What stands out in your mind the most? Do you remember what they said or a story they told?

Strategic stories work because they get the brain in gear - all of it. Information goes to the left brain, images to the right and stories to the whole brain. So why use half a brain when you can use it all!

Doing business is fraught with inter-woven challenges at many levels of the business. Strategic stories cut the clutter of competing messages to deliver integrated, simple, and memorable positioning to the whole head.

Strategic Story Studios goes to work when you do and where you need it. Think of us when you address any of the following. We'll help you get your strategic story working for you.

- ▶ Business Strategy & Planning
- ▶ Corporate Learning & Culture
- ▶ Communications & Public Relations
- ▶ Marketing Planning & Sales Growth
- ▶ Customer & Employee Retention
- ▶ Writing Purpose, Vision, Mission & Values
- ▶ Developing the Corporate Crusade





In Session With Strategic Story Studios, LLC

The Strategic Story Studio System™

- 1. Producing the strategic story.**
 - a. Piecing together the story.
 - b. Penning the story.
 - c. Putting the story into reproducible forms.
 - d. Preparing the business for the impact of the story.
- 2. Promoting the strategic story.**
 - a. Positioning the story.
 - b. Placing the story.
- 3. Perpetuating the strategic story.**
 - a. Putting the story in play.
 - b. Profiting from the story.

► **Words create; and stories communicate.**

An organization is only as good as its story to speak lessons, context, and direction into the actions and decisions of its stakeholders. The strategic story as an asset transforms the future with greater power than any other available force, resource, and business process.

Strategic Story Studios takes what is and writes the strategic story of what can be. We leverage the extraordinary qualities of a story to make a point, inform, and win one heart at a time. We produce, promote and perpetuate strategic stories to get the business where it needs to be.

► **What form does a story take?**

Stories can take on every imaginable physical form: spoken, written, video, printed, and digital. Different audiences demand different variations and forms of the story. Here are just some of the forms in which stories are expressed.

Strategic Integration

Business strategy
Marketing plans
Budget preparation and presentation
Brand development
Culture cultivation

Marketing & Communications

Speeches & Media	Trade show exhibits
Sales training & calls	Web site
Brochures and stationery	Promotional products
Press releases	Articles
Articles	Annual Report

Learning

Employee recruiting & retaining	
Corporate training programs	Case studies
New employee orientation	Conventions





Frequently Asked Questions Strategic Story Studios

► **So what does Strategic Story Studios do?**

We are business strategists who both *create* and *implement* integrated solutions to diverse client business challenges. The more complex the challenge, the better. We free clients to focus on more of what they do best... run their businesses.

► **Why are you called Strategic Story Studios?**

Strategic – We are always strategic. Every thing we do emanates from or ties back to the business strategy.
Story – Our experience in the “science of business” led us to stories – the “art of business.” Where traditional business methods, practices, and measures fall short of their potential; stories powerfully connect.
Studios – Our work is innovative and creative. We work in small teams of highly select experts. The studio concept best fits who we are and how we work.

► **What big problems does the Studios solve?**

One of the major practical frustrations of running a business is the all important linkage between strategy and implementation. These challenges fall into one of two directions: Push - strategy that doesn't get effectively implemented; or, Pull - implementation that doesn't tie back to strategy. We solve the push-pull problem because we excel in either direction.

Clients make and save money as a result of the simplicity of a consistent and integrated story as the means of doing business.

► **How does my company engage your services?**

You engage us on a confidential contract basis for a particular business opportunity or challenge where a fresh perspective is beneficial. The scope of our engagements range from comprehensive business strategy to the tactical execution of a single key element of an existing business strategy or plan.





To us ... every story is personal.

► Studio Teams

We work in studio teams. We engage stimulating, fun and experienced experts in their various field of business so you receive a story with stunning results from start to finish. Our founders are deeply and personally involved in every strategic story. They don't do this because it makes for a "good story." They do it because they love it.

Finding, writing and telling your strategic story is a big deal to us. We know firsthand the power and potential of a great strategic story to make an incredible difference in the life of a business and the people it serves. It is personal. We take enormous pride and authorship in delivering you the best we have to offer. Our thumbprint is joyfully on every story.

► The Founders

Mary pursued a corporate career track for eighteen years at the Walt Disney Company where she was an executive in marketing and general manager. Over her career she was the Business Director of Disney's internal advertising agency that did 5,000 projects a year with a \$130 million annual budget and 124 employees. She served as Director of the Disney Institute, the 585 room resort with a \$65 million budget and 800 employees that housed Disney University and over one hundred professional and personal enrichment programs.

Kevin refined his entrepreneur spirit by earning his MBA from The Darden School at the University of Virginia and a business and economics degree from Lehigh University. Since 1982, Kevin has operated businesses in the areas of real estate development, publishing, business consulting, and leadership training. His book series, **The On-Purpose Person** and **The On-Purpose Business**, has sold over 150,000 copies. This success launched Kevin as a speaker who has traveled from Hungary to Hawaii transforming lives and businesses.



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