

Love Stories FOR BUSINESS

Activating purpose
through the
power of story



Brought to you by



*Digital
Storytellers*



IDENTITY X PURPOSE X STORY = “LOVE STORIES”

Identity

No longer just about WHY you exist, today an organisation's higher purpose is almost always inspired by love of people and/or planet. It is as much to do with WHO you are, what you deem important, your unique organisational identity; as it has to do with WHY you exist. The stronger your WHY aligns with your WHO, the deeper and more potent your purpose.

Purpose

“Purpose” is the beating heart of your organisation. It inspires your strategy, actions and decision-making. It focuses your organisation and all its stakeholders on unlocking the true potential of the business: to create meaningful and positive change, through and beyond its products or services.

Story

The ancient craft of storytelling has developed beyond its traditional usage and is a continuously evolving practice. Faced with complexity and the challenges of today, it offers the human-centered, heart-driven approach that we need more than ever. Storytelling can be harnessed as a systemic tool both within and beyond organisations to engage people, build cohesion, develop strategy, activate leadership, and drive organisational change and business transformation.

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Identity, Purpose, Story: three imperatives leaders are harnessing to build 21st century-worthy organisations. Individually, each is powerful, but combined, the value created is exponential. It is at the intersection of these three imperatives that we unleash the full potential of an organisation's people, by building a culture of purposeful storytelling inspired by love of people and planet - "**Love Stories for Business**". Through this process we start to unlock the true potential of business, to create meaningful and positive change and drive profitable business outcomes.

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Activate Purpose, Ignite People, Unleash Potential

Purpose is the heart of your business, and story will help you speak from the heart in order to move minds and inspire action.

WHY IS THIS NEEDED?

To build 21st Century-worthy organisations that meet the critical needs of our time, every organisation needs to unleash the potential of their people.

With less than 20 per cent of our nation's workforce engaged in their work*, so much potential lies dormant: ideas, innovation, solutions, opportunity, energy.

Workers are uninspired. The organisations that employ them lack a clear, unique and authentic identity; their stated Purpose is un motivating; and the stories they share are unintentionalincoherent.

And yet... some businesses are bucking this trend. Businesses with a clear and unique organisational identity, driven by a galvanising higher purpose. They attract and engage people invested in their success, leading to action and innovation and resulting in compelling stories that inspire people (employees, customers, partners, investors) to love and support them. As a result, these businesses are more agile, resilient, innovative *and* they financially outperform their counterparts.

There are three distinctive characteristics that these organisations share:

- 1. Shared narrative**
- 2. Transformational leadership**
- 3. Powerful stories**



The **Love Stories For Business** program centres on these characteristics, delivering participants the ability to build strong emotional bonds within their organisation, clarity around the change they are there to lead and inspiring stories that help to power that change, driven by love of people and planet.

WHAT IS IT?

“**Love Stories for Business**” is a new, unique program for business leaders seeking strategies to connect their people to their purpose and their unique organisational identity.

Co-designed by **Digital Storytellers** and purpose consultancy, **The Cause Effect**, “*Love Stories for Business*” reflects the need for businesses to show up in more human ways, harnessing the full power of purposeful storytelling to empower your people to meet the challenges of our time.

This program activates purpose through stories, inspiring a culture of storytelling connected to the heart of your business; your purpose.



THREE VITAL CHARACTERISTICS THREAD TOGETHER TO DRIVE ATTRIBUTES OF TRULY PURPOSEFUL ORGANISATIONS

SHARED NARRATIVE

A powerful shared narrative creates meaningful connections and cohesive bonds between your people.

TRANSFORMATIVE LEADERSHIP

The bigger your why, the easier the how. An impactful reason for existing creates leadership throughout the organisation that transforms the organisation.

POWERFUL STORIES

Stories drive behaviours, actions, decisions and motivation. Which is why Peter Drucker famously said culture eats strategy for breakfast.

WHAT ARE THE KEY OUTCOMES?

Let's shift the needle

Outcome

Shared Narrative

The question this outcome answers

What connects us?

1 2 3 4 5 6 7 8 9 10

Nothing connects us

Transactional bonds

Structural bonds

Emotional bonds

Outcome

Transformative Leadership

The question this outcome answers

Why are we in business?

1 2 3 4 5 6 7 8 9 10

\$\$\$\$s

Create value

We give back

Lead change

Outcome

Powerful Stories

The question this outcome answers

What kind of stories do we share?

1 2 3 4 5 6 7 8 9 10

Incoherent

Consistent

Interesting

Inspiring



CULTIVATING & ACTIVATING PURPOSE THROUGH STORY

Cultivate

Whose perspectives have you considered or involved in your strategy formulation? A story-driven strategic process can help you listen and crystalize an authentic strategy and engage necessary stakeholders in the process, reducing risk of lack of engagement during execution.

Evaluate

Monitor how alive purpose is in your organisation. Culture and strategy are living and evolving. Story listening & story (re)mapping regularly will help you not just take the pulse but influence its direction as it unfolds.

Purpose is not a linear journey.

It's the heart of the living system that is your organisation, which once seeded must be nurtured and cultivated.

Activate

Once your purpose is crystalised, it's time to bring it to life. Grounded in lived experience, activating purpose through stories is an authentic and powerful way to unlock purpose from the inside out.

THE PROGRAM

THEMES COVERED

SHARED NARRATIVE

What is the narrative or world view that we share that inspires our purpose?

TRANSFORMATIVE LEADERSHIP

Leadership and purpose clarity.
Why are we in business?

POWERFUL STORIES

Story leadership: Story Listening, Story Weaving, Storytelling

WHAT IS INVOLVED

- 60 min discovery session
- 2 x half-day workshop sessions (3.5 hours each session) in person facilitated workshop, covering storytelling theory and tools; facilitated storytelling experiences, connected to purpose
- 2 x facilitators for approximately 20-25 participants max
- Approximately 1 hour of pre-workshop prep

Optional

- Event scribing

INVESTMENT

Love Stories for Business Workshop Program:
\$15,000 + GST

Optional Event Scribing:
\$2,000 + GST

DELIVERABLES

Workshop participants will leave with:

- Clarity and confidence on their shared narrative and purpose
- Coherent and inspiring stories reinforcing their shared narrative and purpose
- Tools alongside an understanding of how to support others in building purposeful story leadership within the organisation



OTHER ENGAGEMENTS

We are able to offer "Love Stories For Business" in a number of formats, depending on the needs of your organisation and audience. These can be standalone or as a preview for the main program.



LOVE STORIES FOR BUSINESS: SPEAKING/WEBINAR SESSION

30 MINS / 45 MINS / 1 HOUR

Takeaways

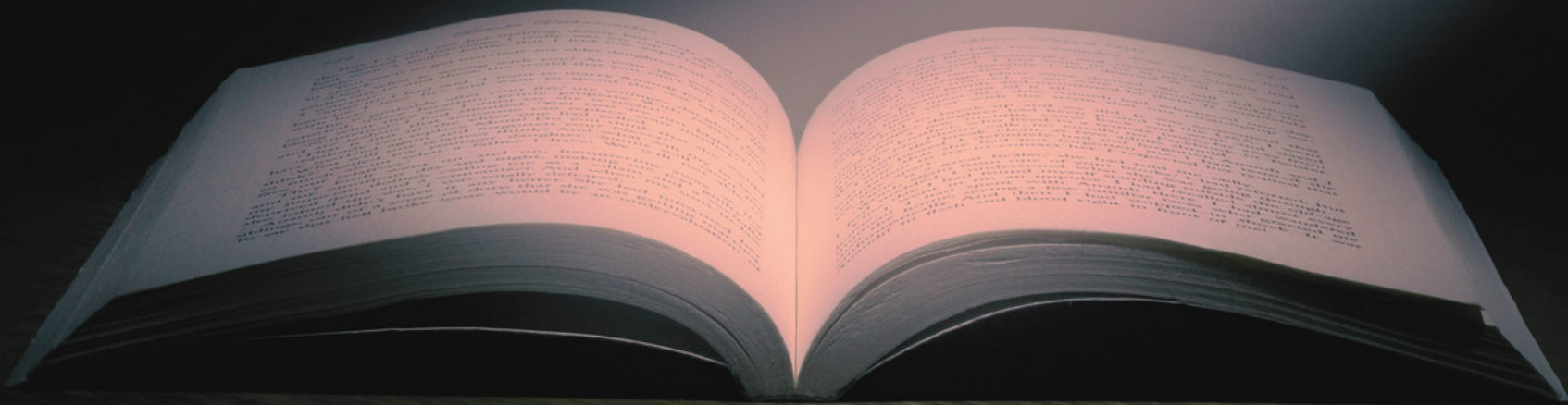
- The importance of coherent, inspiring storytelling, in attracting like-minded employees, customers, partners, collaborators and investors.
- The three key themes behind purposeful storytelling The three key components of story leaderships
- A simple and powerful framework to bring your Brand Story together

LOVE STORIES FOR BUSINESS: MASTERCLASS

75 MINS / 90 MINS / 2 HOURS

Takeaways

- The importance of coherent, inspiring storytelling, in attracting like-minded employees, customers, partners, collaborators and investors.
- Understand the three key themes behind purposeful storytelling and how to identify them
- Understand the three key components of story leadership and how to apply them
- Your draft Brand Story, using a simple and powerful framework



“The Storyteller sets the vision, the values and the agenda for an entire generation to come.”

~ Steve Jobs

GET IN TOUCH

To learn more or to schedule a time to discuss moving forward with our "Love Stories for Business" Program, Masterclass, Speaking Session or Webinar, get in touch with Carolyn or Zara.



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Or schedule a 30 minute initial call [here](#)

