

WORKSHOP 2 - FRAME IT: FRAME STORIES TO SHOW YOUR EXPERTISE



Make your core ideas fresh and memorable

(1.5-4 hours)

Craft a list of story ideas born of your thought-leadership niche.

Discover how to generate narrative kernels from key ideas and extend them dramatically with a technique we call story framing.

Our second session concentrates on finding solutions to your clients' problems (e.g. storylines) that you can use to better position your offering.

Did you know? Some companies are naming value-articulation champions inside teams. It's their job to communicate with the client about what your company does for them. Value articulation is the name of the game.

Participants:

Individuals from the following companies have participated in workshops:

- SAP
- Max Planck Gesellschaft
- Goldman Sachs
- Deutsche Bank
- Möhrle Happ Luther
- PIMCO
- Allianz Global Investors