

# Company&sorty

David A. Vise,Mark Malseed

The Story of Purpose Joey Reiman,2012-12-04 A proven methodology for building a purpose-powered organization Some ideas are bigger than others, and the Master Idea—your company's purpose—is the biggest. Whether addressing communication between leadership and associates, suppliers to manufacturers, sales force to customers, or brand to consumers, The Story of Purpose details a proven methodology for businesses, small to large, how to build a purpose-inspired organization to positively impact employees, customers, and the bottom line. It reveals the process for uncovering what makes a company distinctive and guides you to discover the fundamental force behind the organization that no competitor can replicate or replace. The Story of Purpose incorporates stories of purpose from Procter & Gamble, McDonald's, Newell Rubbermaid and many more purpose-driven companies. These stories come to life in a comprehensive book that promises to guide, inspire, and transform your organization Offers a blueprint for creating powerful internal and external messages for current and future customers, employees, and shareholders The Story of Purpose will leave you asking yourself what gets me up in the morning? instead of what keeps me up at night?

**Building a StoryBrand** Donald Miller,2017-10-10 More than half-a-million business leaders have discovered the power of the StoryBrand Framework, created by New York Times best-selling author and marketing expert Donald Miller. And they are making millions. If you use the wrong words to talk about your product, nobody will buy it. Marketers and business owners struggle to effectively connect with their customers, costing them and their companies millions in lost revenue. In a world filled with constant, on-demand distractions, it has become near-impossible for business owners to effectively cut through the noise to reach their customers, something Donald Miller knows first-hand. In this book, he shares the proven system he has created to help you engage and truly influence customers. The StoryBrand process is a proven solution to the struggle business leaders face when talking about their companies. Without a clear, distinct message, customers will not understand what you can do for them and are unwilling to engage, causing you to lose potential sales, opportunities for customer engagement, and much more. In Building a StoryBrand, Donald Miller teaches marketers and business owners to use the seven universal elements of powerful stories to dramatically improve how they connect with customers and grow their businesses. His proven process has helped thousands of companies engage with their existing customers, giving them the ultimate competitive advantage. Building a StoryBrand does this by teaching you: The seven universal story points all humans respond to; The real reason customers make purchases; How to simplify a brand message so people understand it; and How to create the most effective messaging for websites, brochures, and social media. Whether you are the marketing director of a multibillion-dollar company, the owner of a small business, a politician running for office, or the lead singer of a rock band, Building a StoryBrand will forever transform the way you talk about who you are, what you do, and the unique value you bring to your customers.

True Story Ty Montague,2013-06-25 Is your company a storyteller—or a storydoer? The old way to market a business was storytelling. But in today's world, simply communicating your brand's story in the hope that customers will listen is no longer enough. Instead, your authentic brand must be evident in every action the organization undertakes. Today's most successful businesses are storydoers. These companies create products and services that, from the very beginning, are manifestations of an authentic and meaningful story—one told primarily through action, not advertising. In True Story, creative executive Ty Montague argues that any business, regardless of size or industry, can embrace the principles of storydoing. Indeed, our best-run companies—from small start-ups to global conglomerates—organize around a coherent narrative that is then broadcast through every action they take (from product design to customer service to marketing). Montague shows why storydoing firms are nimble, more adaptive to change, and more efficiently run businesses. Montague is a founder of the growth consultancy co:collective and the former president and CCO of J. Walter Thompson, the largest advertising agency in North America. He brings his depth of creative business experience to the book and provides a clear framework and proven process for bringing you and your customers together in the creation of your brand story. Montague introduces five critical elements—what he calls the “the four truths and the action map”—that are the foundation of storydoing: • the participants (your customers, partners, and employees) • the protagonist (your company today) • the stage (the world around your business) • the quest (your driving ambition and contribution to the world) • your action map (the actions that will make your story real for participants) The book is filled with examples of how forward-thinking organizations—including Red Bull, Shaklee, Grind, TOMS Shoes, and News Corporation—are effectively using storydoing to transform their organizations and drive extraordinary results.

Magnetic Stories Gabrielle Dolan,2021-02-22 Improve customer and employee loyalty with your brand stories Your brand is the stories people share about you when you're not in the room. Whether a small, one or two-person company or a large multinational; a not for profit or a Government organisation; a start-up entrepreneur or a corporate institution; a school or a sporting team; a religious institution or a political party; a local café or a global franchise – everyone has a brand and everyone has a story. The reality is people are already sharing stories, both the good and the bad. Magnetic Stories will walk you through how to develop and communicate your own brand stories, focusing on the five types of stories you need in business to connect and engage people with your brand. You'll learn how to: Connect with your customers in a more authentic way Increase the engagement of your employees Make decisions based on your company values and purpose Have a stronger presence online by sharing great stories Take control of your brand and reputation for greater success Magnetic Stories delivers a unique and timely message which is perfect for any business, regardless of size or industry.

Storytelling in Business Janis Forman,2013-01-30 Storytelling can be a lifelong and life sustaining habit of mind, a personal inheritance that connects us to our communities. It can also serve as an organizational inheritance—a management tool that helps businesses to develop and thrive. For more than a decade, award-winning author Janis Forman has been helping executives to tell stories in service of their organizational objectives. In Storytelling in Business: The Authentic and Fluent Organization, she teaches readers everywhere how the craft of storytelling can help them to achieve their professional goals. Focusing on the role of storytelling at the enterprise level, this book provides a research-driven framework for engaging in organizational storytelling. Forman presents original cases from Chevron, FedEx, Phillips, and Schering-Plough. Organizations like those featured in the book can make use of storytelling for good purposes, such as making sense of their strategy, communicating it, and developing or strengthening culture and brand. These uses of storytelling generate positive consequences that can have a sustained and

significant impact on an organization. While large firms employ teams of digital and communication professionals, there's much that any of us can extrapolate from their experience to create stories to further our own objectives. To show the reach of storytelling, Forman conducted 140 interviews with professionals ranging from CEOs in small and thriving firms, to corporate communication and digital media experts, to filmmakers—arguably the world experts in visual storytelling. She draws out specific lessons learned, and shows how to employ the road-tested strategies demonstrated by these leaders. Although this book focuses on storytelling in the context of business, Forman takes inspiration from narratives in literature and film, philosophical and social thought, and relevant concepts from a variety of other disciplines to instruct the reader on how to develop truly authentic and meaningful tales to drive success. A final chapter brings readers back to square one: the development of their own signature story. This book is a pioneering work that guides us beyond the pressure and noise of daily organizational life to influence people in a sustained, powerful way. It teaches us to be fluent storytellers who succeed by mastering this vital skill.

The Founder's Mentality Chris Zook, James Allen, 2016-05-17 A Washington Post Bestseller Three Principles for Managing—and Avoiding—the Problems of Growth Why is profitable growth so hard to achieve and sustain? Most executives manage their companies as if the solution to that problem lies in the external environment: find an attractive market, formulate the right strategy, win new customers. But when Bain & Company's Chris Zook and James Allen, authors of the bestselling *Profit from the Core*, researched this question, they found that when companies fail to achieve their growth targets, 90 percent of the time the root causes are internal, not external—increasing distance from the front lines, loss of accountability, proliferating processes and bureaucracy, to name only a few. What's more, companies experience a set of predictable internal crises, at predictable stages, as they grow. Even for healthy companies, these crises, if not managed properly, stifle the ability to grow further—and can actively lead to decline. The key insight from Zook and Allen's research is that managing these choke points requires a “founder's mentality”—behaviors typically embodied by a bold, ambitious founder—to restore speed, focus, and connection to customers:

- An insurgent's clear mission and purpose
- An unambiguous owner mindset
- A relentless obsession with the front line

Based on the authors' decade-long study of companies in more than forty countries, *The Founder's Mentality* demonstrates the strong relationship between these three traits in companies of all kinds—not just start-ups—and their ability to sustain performance. Through rich analysis and inspiring examples, this book shows how any leader—not only a founder—can instill and leverage a founder's mentality throughout their organization and find lasting, profitable growth.

*The Laws of Brand Storytelling: Win—and Keep—Your Customers' Hearts and Minds* Ekaterina Walter, Jessica Gioglio, 2018-11-02 From the bestselling authors of *The Power of Visual Storytelling* comes the highly anticipated follow-up, *The Laws of Brand Storytelling*—the definitive quick-reading rulebook for how to use the power of storytelling to win over customers' hearts, minds, and long-term loyalty We have been sharing stories from the beginning of human civilization—for good reason. Stories captivate our attention and build communities by bringing ideas, emotions, and experiences to life in a memorable way. This is proving to be an increasingly potent strategy in the era of the connected digital consumer. With consumers more empowered than ever before, your brand isn't what you say it is anymore, it is what consumers say it is. As a result, capturing customers' hearts and minds today requires businesses to prioritize emotional connections with customers, to be in the moment, having authentic conversations, to share relevant, inspiring stories that move and motivate people to take action. How? By following these laws:

- The Protagonist Laws: Know Who You Are
- The Strategy Laws: Understand Your Goals
- The Discovery Laws: Find Your Story
- The Story-Making Laws: Craft Your Story
- The Channel Laws: Share Your Story
- The Laws of Engagement: Engage with Your Communities

Packed with inspiring tips, strategies, and stories from two leading marketing innovators, *The Laws of Brand Storytelling* shows business leaders and marketing professionals the power storytelling has to positively impact and differentiate your business, attract new customers, and inspire new levels of brand advocacy. The authors lay down the law—literally—for readers through a compelling step-by-step process of defining who you are as a brand, setting a clear strategy, sourcing the best stories for your business, and crafting and delivering compelling narratives for maximum effect. Win your customers' hearts and minds, and you win their business and their loyalty.

*What's Your Story?* Ryan Mathews, Watts Wacker, 2008 As usual these two future-finders have their fingers on the pulse of what's happening—and what we need to know about. In every business, in every organization, the seven most important words these days are: 'But wait! A story goes with it!' You need to read this book to find out why. -Alan Webber, Co-founder, Fast Company magazine A great story sparks our imagination, challenges us to think, and resonates with our collective conscience. Ryan Mathews and Watts Wacker's story about telling stories does exactly this. It is an essential guidebook for capturing and conveying the essence of corporate identities and enriching brands. -Paul A. Laudicina, Managing Officer and Chairman of the Board, A.T. Kearney Storytelling is the universal human activity. Every society, at every stage of history, has told stories—and listened to them intently, passionately. Stories are how people tell each other who they are, where they came from, how they're unique, what they believe. Stories capture their memories of the past and their hopes for the future. Stories are one more thing, too: They are your most powerful, most underutilized tool for competitive advantage. Whether you know it or not, your business is already telling stories. *What's Your Story?* will help you take control of those stories and make them work for you. Legendary business thinkers Ryan Mathews and Watts Wacker reveal how to craft an unforgettable story...create the back story that makes it believable...make sure your story cuts through today's relentless bombardment of consumer messages...and gets heard, remembered, and acted on.

THE TEN FUNCTIONS OF STORYTELLING Discovering what stories can do for your business  
 THE ABOLITION OF CONTEXT Telling stories when the past no longer defines the future  
 THE FIVE MOST IMPORTANT STORY THEMES Leveraging themes your audiences will understand and believe  
 APPLIED STORYTELLING 101 Storytelling for your industry, your company, your brand, and you  
 MASTERING YOUR STORYTELLER'S TOOLBOX Making your stories more compelling, more believable, and downright unforgettable  
 Use Storytelling to Gain Powerful Competitive Advantage in Today's Increasingly Skeptical Marketplace Leverage the incredible power of storytelling in marketing, sales, investor relations, recruitment, change management, and more  
 Indispensable techniques for every CxO, entrepreneur, and marketing, sales, and communications executive  
 The latest breakthrough book from best-selling futurists Ryan Mathews and Watts Wacker

*60 Seconds* Andrew Angus, 2012-10-25 In 60 seconds, Switch Video Founder and CEO Andrew Angus explains how to tell your company's story. In this book you will discover: how to simplify your company's story so people know what you do, how to use the dual coding theory so people relate to and remember your story, and how to

better connect with your audience so more people buy your product or service.

**Behind the Cloud** Marc Benioff, Carlye Adler, 2009-10-19 How did salesforce.com grow from a start up in a rented apartment into the world's fastest growing software company in less than a decade? For the first time, Marc Benioff, the visionary founder, chairman and CEO of salesforce.com, tells how he and his team created and used new business, technology, and philanthropic models tailored to this time of extraordinary change. Showing how salesforce.com not only survived the dotcom implosion of 2001, but went on to define itself as the leader of the cloud computing revolution and spark a \$46-billion dollar industry, Benioff's story will help business leaders and entrepreneurs stand out, innovate better, and grow faster in any economic climate. In *Behind the Cloud*, Benioff shares the strategies that have inspired employees, turned customers into evangelists, leveraged an ecosystem of partners, and allowed innovation to flourish.

**A Good African Story** Andrew Rugasira, 2013-02-07 Since it was founded in 2003, Good African Coffee has helped thousands of farmers earn a decent living, send their children to school and escape a spiral of debt and dependence. Africa has received over \$1 trillion in aid over the last fifty years and yet despite these huge inflows, the continent remains mired in poverty, disease and systemic corruption. In *A Good African Story*, as Andrew Rugasira recounts the very personal story of his company and the challenges that he has faced – and overcome – as an African entrepreneur, he provides a tantalising glimpse of what Africa could be, and argues that trade has achieved what years of aid have failed to deliver. This is a book about Africa taking its destiny in its own hands, and dictating the terms of its future.

**The 10 Stories Great Leaders Tell** Paul Smith, 2019-08-01 NOW AN OWL (Outstanding Work of Literature) Leadership Award Winner! Every great leader is a great storyteller. As a manager, CEO, or team leader, how can you innovatively engage your employees so that they understand where your organization came from, where it's going, and how you're going to get there? How can you connect with your customers in a way that makes them believe in your company as passionately as you do? Paul Smith is one of the world's leading experts in business storytelling. He teaches people how to be more effective leaders by communicating their company's important mission, inspiring creativity, and earning the trust of valued stakeholders. *The 10 Stories Great Leaders Tell* explores the journey behind success, and breaks down not just the importance of your company's story but how to craft compelling ones of your own.

**Founder Brand** Dave Gerhardt, 2022-02-15 You're part of an elite group of builders, creators, and innovators who have accomplished something few can claim: you've founded a company. Now the challenge of standing out in the crowd begins-and how you differentiate yourself counts. Building a brand and growing a business can be expensive and time-consuming. But you have a key advantage and secret strategy, one that will set you apart no matter your industry, product, or company size. You have a story, and it's one of your most valuable assets. In *Founder Brand*, marketing expert Dave Gerhardt reveals how to build your brand by positioning yourself as the story, heart, and soul of your business. This is a tactical guidebook that first shows you how to tell your story, then how to put your story to use as a marketing strategy. You'll learn how social media provides a bridge between you and your customers, the platforms that are appropriate for your business, and how to measure results to truly determine value. This book is the ultimate resource for founders, CEOs, and marketing teams trying to find their company's niche, strategize for the future, and create brand awareness that establishes the credibility and trust your products deserve.

**Storytelling** Klaus Fog, Christian Budtz, Baris Yakaboğlu, 2004-12-06 Must-read for managers on a powerful branding tool of the future. Up-to-date cases from the business world, plenty of illustrations and easy-to-use tools. Recommended by managers of top international firms. Covers both the internal and external benefits of storytelling for a business company. Danish version sold more than 2000 copies.

**Let's Build a Company** Harpreet Grover, Vibhore Goyal, 2020-11-02 Harpreet Grover and Vibhore Goyal met in college and then spent the next decade of their lives building a company before exiting successfully. One way to tell their story is this: they had a dream, they followed it and, then, through perseverance, they made it come true. But that's not really the truth. Like everything in life-at least everything worth having-it wasn't that simple. There was blood, sweat and tears, there was loss of capital, loss of friendship and even a loss of faith along the way. It started with a phone call from Harpreet's mother introducing him to an uncle who wanted some help. Or maybe it started when Vibhore and Harpreet met as roommates in Room 143 at IIT Bombay. What remains true is that soon both had quit their jobs and launched CoCubes. From no money in their bank accounts for eight years after graduating to becoming dollar millionaires two years later in 2016, this is a tale of grit-of a company built in India by two Indian-middle-class-twenty-somethings-turned-entrepreneurs-written in the hope that you can avoid the mistakes they made and learn from what they did right. This is that story-the story that you don't always hear. But if you want to be an entrepreneur, and you prefer straight talk to sugar-coating, it's one you should read.

**Killing For Company** Brian Masters, 2011-01-25 The definitive story of the Dennis Nilsen case featured in BBC's *The Nilsen Tapes*, and the book behind ITV's *Des*, starring David Tennant \*\*\*WINNER OF THE GOLD DAGGER AWARD FOR CRIME NON-FICTION and THE NUMBER ONE SUNDAY TIMES BESTSELLER\*\*\* \_\_\_\_\_ Dennis Nilsen, who died in May 2018, admitted to killing at least 15 people before his arrest in 1983. This ground-breaking criminal study of his killings was written with Nilsen's full cooperation, resulting in a fascinating - and horrifying - portrait of the man who worshipped death. In February 1983, residents of Muswell Hill had been plagued by blocked drains. When a plumber was called to investigate, he discovered a large blockage of biological material. To his horror, it appeared to be formed of human flesh and bones. The next day, local resident Dennis Nilsen was arrested. 'Are we talking about one body or two?' a detective asked. Nilsen replied 'Fifteen or sixteen, since 1978. I'll tell you everything.' Within days he had confessed to fifteen gruesome murders over a period of four years. His victims, mostly young gay men at a time when society cared little for them, had been overlooked. *Killing for Company* is a unique study of a murderer's mind, essential reading for true crime aficionados. \_\_\_\_\_ 'You really have to read this extraordinary book to get a full flavour of the weirdness of Nilsen and his crimes' SUNDAY TIMES 'A seminal look into the criminal mind' DAILY MAIL 'Brian Masters has given us a full, well-ordered, dispassionate account of Nilsen's life and crimes' THE TIMES 'Without any doubt one of the most remarkable, complete and most humanely informative accounts of a murderer's mind ever achieved... the book is far superior to any previous English book of its kind and deserves to serve as a model for all future attempts in this genre' NEW SOCIETY 'The book is a perceptive and at times coldly brutal assessment of Nilsen's psychology' MIRROR 'A comprehensive and compelling account' FINANCIAL TIMES 'Brian Masters can rest assured that the job he undertook

with such obvious doubts was one worth doing' SPECTATOR 'Probably the best thing of its kind since In Cold Blood . . . a classic study in criminal mentality' YORKSHIRE POST 'Killing For Company must stand as one of the most remarkable and accurate accounts ever written of the singular relationship between a mass murderer and a society . . . a bloody masterpiece.' BERYL BAINBRIDGE 'A truly awesome tale, brilliantly told' LITERARY REVIEW 'A meticulous study of the dark intricacies of the human mind' THE BOOKBAG 'Masters has written an extraordinary book, and his achievement has been the ability to recount horrific details without descending to the lurid sensationalism of the instant books and Fleet Street reports' POLICE 'A compelling and remarkable book ... through Masters' fine writing the reader suspends his nausea for the crimes, and concentrates with Nilsen on his motives and himself' THE LISTENER

**Facebook** Steven Levy, 2020-02-25 One of the Best Technology Books of 2020—Financial Times “Levy’s all-access Facebook reflects the reputational swan dive of its subject. . . . The result is evenhanded and devastating.”—San Francisco Chronicle “[Levy’s] evenhanded conclusions are still damning.”—Reason “[He] doesn’t shy from asking the tough questions.”—The Washington Post “Reminds you the HBO show Silicon Valley did not have to reach far for its satire.”—NPR.org The definitive history, packed with untold stories, of one of America’s most controversial and powerful companies: Facebook As a college sophomore, Mark Zuckerberg created a simple website to serve as a campus social network. Today, Facebook is nearly unrecognizable from its first, modest iteration. In light of recent controversies surrounding election-influencing “fake news” accounts, the handling of its users’ personal data, and growing discontent with the actions of its founder and CEO—who has enormous power over what the world sees and says—never has a company been more central to the national conversation. Millions of words have been written about Facebook, but no one has told the complete story, documenting its ascendancy and missteps. There is no denying the power and omnipresence of Facebook in American daily life, or the imperative of this book to document the unchecked power and shocking techniques of the company, from growing at all costs to outmaneuvering its biggest rivals to acquire WhatsApp and Instagram, to developing a platform so addictive even some of its own are now beginning to realize its dangers. Based on hundreds of interviews from inside and outside Facebook, Levy’s sweeping narrative of incredible entrepreneurial success and failure digs deep into the whole story of the company that has changed the world and reaped the consequences.

*Story. Style. Brand.: Why Corporate Results Are a Matter of Personal Style* Janel Dyan, 2019-11-25 Marketing, at its core, is simply about storytelling. It's the ability to take consumers on an emotional journey that can relate to their needs and wants while, at the same time, establishing trust in the products and services that are being provided. Story. Style. Brand. -- Why Corporate Results Are a Matter of Personal Style is more than a business book and much more than a memoir. It's the culmination of years of self-discovery by the author herself, followed by remarkable experience helping corporations -- and their leaders -- make brilliant first impressions. How you appear -- including what you wear -- is the first step and, arguably, most critical step of the story you tell an audience. Many executives forget to invest in what creates their brand. In a new era when brand success depends on its ability to establish trust and loyalty from its consumers, this kind of investment has become a missing link in brand development because it requires vulnerability, and most executives are conditioned to exude confidence at all times. The JD Methodology was developed on the belief that by understanding and embracing human behavior, we can use our DNA to our advantage. First impressions (our emotional and visceral response) overpower any and all logic. Studies show that 95% of consumer decisions are made on emotion -- and that includes their decision to trust your brand ... and your leaders. Travel with Janel Dyan through her own formative years, her early career, her decision to build a family, and her successes and stresses of building a personal brand that sparked a profitable business. The journey she took and the brand methodology she developed will inspire readers to rethink how they, too, take the stage, make over their closets, enter the board room and step into the light of their careers, companies and lives. Janel Dyan has worked with female leaders at companies like Salesforce, Facebook and LinkedIn to establish true alignment of brand and storytelling, giving those leaders the ability to capitalize on what matters most: Trust.

*Wild Company* Mel Ziegler, Patricia Ziegler, 2012-10-02 With \$1,500 and no business experience, the Zieglers turned a wild idea into a company that would become the international retail colossus Banana Republic.

**The Google Story (2018 Updated Edition)** David A. Vise, Mark Malseed, 2008-09-23 The definitive, bestselling account of the company that changed the way we work and live, updated for the twentieth anniversary of Google’s founding with analysis of its most recent bold moves to redefine the world—and its even more ambitious plans for the future. Moscow-born Sergey Brin and Midwest-born Larry Page dropped out of graduate school at Stanford University to, as they said, “change the world” through a powerful search engine that would organize every bit of information on the Web for free. The Google Story takes you deep inside the company’s wild ride from an idea that struggled for funding in 1998 to a firm that today rakes in billions in profits. Based on scrupulous research and extraordinary access to Google, this fast-moving narrative reveals how an unorthodox management style and a culture of innovation enabled a search-engine giant to shake up Madison Avenue, clash with governments that accuse it of being a monopoly, deploy self-driving cars to forever change how we travel, and launch high-flying Internet balloons. Unafraid of controversy, Google is surging ahead with artificial intelligence that could cure diseases but also displace millions of people from their jobs, testing the founders’ guiding mantra: DON’T BE EVIL. Praise for The Google Story “[The authors] do a fine job of recounting Google’s rapid rise and explaining its search business.”—The New York Times “An intriguing insider view of the Google culture.”—Harvard Business Review “An interesting read on a powerhouse company . . . If you haven’t read anything about one of today’s most influential companies, you should. If you don’t read The Google Story, you’re missing a few extra treats.”—USA Today “Fascinating . . . meticulous . . . never bogs down.”—Houston Chronicle

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