

THREE LBS STORYTELLING EXAMPLES

**MAKE IT
EMOTIONAL**

**MAKE IT
RELEVANT
(TO THEM)**

**MAKE IT
A GREAT
STORY**

REMEMBER, STARTING/LEADING A MOVEMENT TAKES EFFORT!





THE STORY SQUARE

SOMEONE (we 'recognise')

WANTS SOMETHING (Goal/Stakes/Urgency)

FACES CHALLENGES (tougher, the better)

APPLIES SOLUTIONS (smarter, the better)

GETS A RESULT (achieving the goal... usually)

IS TRANSFORMED (achieving the 'want')

MESSAGE/MEANING (think & feel)

CALL-TO-ACTION (do)

YOU NEED TO TELL EMOTIONAL, RELEVANT STORIES TO YOUR AUDIENCE(S).





STORY BUILDER

The STORY BUILDER is a tool for working out what story to tell:

STEP 0 - what's the purpose of this story? What am I actually trying to achieve? What does success look like? (This will help you frame your call-to-action).

STEP 1 - who do I need to influence/persuade to achieve my goal? What's going on in their world right now? What's their current story that I will need to fit into with my story? (PS the smaller the audience, the better... i.e it's easier to persuade an individual, than a committee, so - where possible - identify THE decision maker and build your story for them).

STEP 2 - what does this person want (mechanically)? This means things they can touch, see, count, trade, etc.

STEP 3 - what does this person want (emotionally)? This means in their heart and gut.

STEP 4 - what's the single, big idea I want to place in their mind to change (or reinforce) their beliefs? What do I want them to 'think and feel' after the story? (So that they'll positively answer the call-to-action).

STEPS 5-9 - what's the best story to deliver this idea into this audience's mind?



THAT MEANS YOU NEED TO UNDERSTAND WHAT THEY WANT... AND REALLY WANT.



EXAMPLE
BUSINESS
MODEL
EVOLUTION



THE (VERY!) BASIC STORY OVERVIEW

Most employees DON'T WANT to evolve your business plan, because that means CHANGE and change means WORK and RISK!

They would much rather things sort of stayed the same, but that their pay and conditions improved... basically, ALL the benefits without the COST.

So, to make them fans of evolving your business, you need to sell them what THEY want...

That means security for their family... a day-to-day sense of purpose and significance for them... and the chance to increase their pay when life circumstances dictate they need to do that.

They will BUY those and - in pursuing them - help evolve your business model.

AUDIENCE: Employees

THEY WANT: Higher pay, less hours, less stress, more fun, etc.

THEY REALLY WANT: comfort, security, pride, etc.

You...

Want to have a career that is secure (for your family), rewarding (for you), and offers opportunities for greater responsibility and advancement when YOU want them.

But our current business model is making this increasingly tough.

Our competitors continue to bring new ideas and products to market, challenging our traditional space and squeezing our ways of operating. If we remain on the back foot, opportunities will begin to decrease and - ultimately - we may end up fighting a losing battle.

So... we're not going to do that.

We're getting back on the front foot, by evolving not only what we offer, but how we offer it. We're taking the fast evolving needs of our customers and re-building our core operations around them so that we are their **BEST CHOICE** going forward.

That means change is coming...

But it's change that will offer YOU a more rewarding and secure working environment and help US build a stronger business with which to serve our customers.

Our plans are in place... and we will take you through them in a second... but what we first need to begin this journey is your commitment and support...

So my questions is...

ARE YOU READY TO HELP US CHANGE OUR FUTURE?



EXAMPLE

**PRODUCT
& SERVICE
INNOVATION**



THE (VERY!) BASIC STORY OVERVIEW

Shareholders walk a very fine line.

They invest in companies, expecting - and planning on - a solid return. BUT they also know, to keep that return healthy, they need to keep investing... in people, products and services.

Take too much out, or put too little in, and the 'body' can wither and die...

So, a regular story that needs to be told by a Board is one that keeps their shareholders engaged in the ongoing investment in innovation... in 're-imagining' their business model and the products and services it delivers.

AUDIENCE: Shareholders

THEY WANT: Solid return on their investment, no hassle, limited meetings, etc.

THEY REALLY WANT: Security, comfort, reassurance, confidence in the future, the feeling of pride in their 'elevated' status, the feeling of a powerful person making powerful decisions, etc.

As a board, our job is to create a business that satisfies the needs and desires of our customers better than anyone else. In the process, we not only protect your original investment, but we increase its value over time.

Of course, this means we need to keep evolving our business: need to keep developing our people, hiring the best talent that's out there, and keep innovating our products and services.

Our challenge is that in delivering greater success within our business, we have revealed to the world the value of our marketplace.

And, with the sheer volume of cheap capital that's been available over the past few years, many of our competitors - old and new - have invested incredible sums to challenge our position.

But nobody knows this business and this market better than we do. Nobody knows better than us where the next breakthrough is coming from, and what the market is hungry for.

That is why - today - we will present an aggressive innovation program for your sign-off.

Yes, this means you will need to invest additional capital...

But we believe this is the moment to double-down on what we've built over the past years, to make it stronger for the future, and to grow your investment for the generations to come.

Our brightest days still lie ahead...

If we - if you - are willing to invest in them TODAY.



EXAMPLE

**WORKFORCE
OF THE
FUTURE**



THE (VERY!) BASIC STORY OVERVIEW

The best graduates today have their absolute pick of employers. They understand their value to companies, especially those in high-value, high knowledge base industries.

So, convincing these high-fliers to join your organisation is key, not only in strengthening you... but in stopping your rivals getting stronger themselves.

But what EXACTLY is a hyper-educated, 25-year-old after? What attracts them? Money? Power? Status?

The answer is yes, yes, yes... but what REALLY appeals to a 25-year-old is significance... is purpose... is maintaining the fast pace they've always had in their lives.

25-year-olds think the world would be a better place if the 'old people' (40 and above) would just give control over to them and let them get on with it.

So, if you're a smaller operator, here's how you hook them...

AUDIENCE: Recent university graduates

THEY WANT: Success, status, money, position, power...

THEY REALLY WANT: Significance, the ability to 'show their value,' responsibility earlier than others...

You've been a high-flyer your whole life. Number one. Top of the class. Champion of all.

Now, with (an exceptional) degree in hand, you're ready to transfer that ability into the workforce. To make your mark. To change the world.

Except, here's the problem...

All those companies you're thinking about working for don't want that. They want you... yes, of course. You're brilliant. You're valuable. But not yet.

They've got a lot of 45-year-olds who aren't ready to move on right now. They like their big salaries and their expense accounts and their comfortable seat at the front of the plane. And they're going to stop you taking them for as long as they can...

Which is where we come in. We don't pay big salaries. And you certainly won't get an expense account. And, as far as we're concerned, all the seats on the plane arrive at the same time... so why not get the cheapest one? So far, so terrible, huh?

But here's the difference. In 1969, the average age of a mission control employee at NASA was 28. This was the team that landed man on the moon! Now, what we're doing isn't that difficult, so we think a 25-year-old should be pretty much trusted to do anything we are doing.

That means when you come here, you get given responsibility. Immediately. We expect you to deliver things. Change things. Change us. Grow you. We expect you to get five year's of experience in two and then decide whether we're still good enough for you...

Simply put, we expect you to EXCEL... like you've always done...

Our job is to help you climb higher.

If that sounds good, give us a call. You know we're interested.



BONUS EXAMPLE
PERSONAL
LEADERSHIP



<p>GETS A RESULT (emotional)</p> <p>The result was that I began to get more confident of my opinion.</p>	<p>IS TRANSFORMED</p> <p>I am still a work-in-progress, I still have areas of leadership I need to develop and strengthen, but in this one area I have made a fundamental change...</p>	<p>SOMEONE</p> <p>I always assumed I knew what a leader should be...</p>	<p>WANTS SOMETHING (mechanical)</p> <p>And I've spent years of my career trying to live up to those standards in a very 'blinkered' way. My surety of how to act as a leader meant I had a tunnel vision and my desire to do it to the best of my abilities meant I rarely had enough time or energy to look up and question what I - or the wider organisation - was doing.</p>
<p>GETS A RESULT (mechanical)</p> <p>More capable of 'reading the room' and adapting my words and actions. More persuasive in how I led the people around me.</p>	<p>MESSAGE/MEANING (THINK & FEEL)</p> <p>Before, I was a leader in name only, with no voice with which to lead.</p>		<p>WANTS SOMETHING (emotional)</p> <p>My additional desire to prove that a HR person could be a 'proper leader' also made me push myself very hard.</p>
<p>APPLIES A SOLUTION</p> <p>Then along came ELEVATE. Suddenly, I was in a fresh environment with no history, no baggage. I was free to comment on and critique the tasks in front of me and critique my own, and others, performance. I FOUND MY VOICE. This was what I had been looking for.</p>	<p>CALL-TO-ACTION (DO)</p> <p>Now I have a voice... and I intend to keep using it.</p>		<p>FACES A CHALLENGE</p> <p>This lack of self-critique or reflection was magnified by the praise I would get from my old boss. I would be praised, even though I wasn't sure about the direction we were going as an MT, or the job I was doing as a leader.</p>
<p>APPLIES ANOTHER SOLUTION</p> <p>Then something happened. A new MD arrived in our business and several MT members left. Then COVID struck. Suddenly, I looked around and realised I was one of the most experienced leaders we had left. People were looking to me for guidance, for reassurance, for inspiration.</p>	<p>APPLIES A FINAL SOLUTION</p> <p>There was a stage to step onto... so, I did. I spoke up. I found my voice. I used it to help and lift others. And my new MD supported me in a positive way, critiqued me where necessary, gave me tips... but wouldn't let me down off the stage. Wouldn't let me return to the shadows.</p>	<p>FACES A FINAL CHALLENGE</p>	<p>FACES ANOTHER CHALLENGE</p> <p>I returned to the business more confident of my role and my position as a leader. BUT IT DIDN'T LAST. The grind of the day-to-day business soon wore me down and I returned to my previous funk. It got so bad that by January my reserves were gone. I considered giving up... quitting... walking away...</p>

I always assumed I knew what a leader should be...

And I've spent years of my career trying to live up to those standards in a very 'blinkered' way. My surety of how to act as a leader meant I had a tunnel vision and my desire to do it to the best of my abilities meant I rarely had enough time or energy to look up and question what I - or the wider organisation - was doing.

My additional desire to prove that a HR person could be a 'proper leader' also made me push myself very hard.

This lack of self-critique or reflection was magnified by the praise I would get from my old boss. I would be praised, even though I wasn't sure about the direction we were going as an MT, or the job I was doing as a leader.

I found my energy being drained as my mental concerns remained unspoken and my physical reserves were worn down. The longer I didn't challenge anything, the less confident I was to do it. It was a horrible downward spiral... where I just couldn't gather the confidence to stand centre stage and speak up...

Then along came ELEVATE. Suddenly, I was in a fresh environment with no history, no baggage. I was free to comment on and critique the tasks in front of me and critique my own, and others, performance. I FOUND MY VOICE. I was able to stand up in front of my peers and argue my case. I was able to challenge other people's confident assertions. I could speak 'truth to power.' This was what I had been looking for.

I returned to the business more confident of my role and my position as a leader. BUT IT DIDN'T LAST. The grind of the day-to-day business soon wore me down and I returned to my previous funk. It got so bad that by January my reserves were gone. I considered giving up... quitting... walking away...

Then something happened. A new MD arrived in our business and several MT members left. Then COVID struck. Suddenly, I looked around and realised I was one of the most experienced leaders we had left. People were looking to me for guidance, for reassurance, for inspiration. Now I no longer had more senior people to dissuade me or drown me out.

There was a stage to step onto... so, I did. I spoke up. I found my voice. I used it to help and lift others. And my new MD supported me in a positive way, critiqued me where necessary, gave me tips... but wouldn't let me down off the stage. Wouldn't let me return to the shadows.

The result was that I began to get more confident of my opinion. More capable of 'reading the room' and adapting my words and actions. More persuasive in how I led the people around me.

I am still a work-in-progress, I still have areas of leadership I need to develop and strengthen, but in this one area I have made a fundamental change...

Before, I was a leader in name only, with no voice with which to lead. Now I have a voice... and I intend to keep using it.



BONUS EXAMPLE
SELLING STORY
(START-UP)





RACE TO BE FIRST

AN AVIATION START-UP PITCH STORY



<p>PURPOSE OF YOUR STORY</p> <p>FOR DASSAULT SYSTEMES (3DS) - THE 'SELLER' - TO PERSUADE XXXXXX AEROSPACE - THE 'BUYER' - TO USE THEIR SOFTWARE TO GROW THEIR BUSINESS.</p>	<p>GETS A RESULT (emotional)</p> <p>CAPTURE THOSE FIRST IMPORTANT SALES... AND ESTABLISH PRIMACY IN YOUR SPACE.</p>	<p>IS TRANSFORMED</p> <p>ULTIMATELY LEADING THE WAY IN TRANSFORMING HOW WE ALL GET AROUND IN BUSY URBAN SPACES.</p>	<p>SOMEONE</p> <p>YOU (XXXXXX AEROSPACE)...</p>	<p>WANTS SOMETHING (mechanical)</p> <p>WANT TO BE THE LEADER/ WINNER IN THE eVTOL INDUSTRY.</p>
<p>AUDIENCE & THEIR CURRENT STORY</p> <p>XXXXXX AEROSPACE, eVTOL PIONEERS.</p> <p>XXXXXX IS PIONEERING ELECTRIC AVIATION. THEY'RE GETTING CLOSER TO PRODUCTION, BUT STILL HAVE HURDLES TO CLEAR, AND THE STAKES (AND THE COMPETITION) ARE GETTING TOUGHER.</p>	<p>GETS A RESULT (mechanical)</p> <p>SO THAT YOU CAN HAVE THE FIRST COMMERCIALY CERTIFIED AND AVAILABLE eVTOL ON THE MARKET...</p>	<p>MESSAGE/MEANING (THINK & FEEL)</p> <p>3DS CAN GET YOU AIRBORNE FASTER.</p>		<p>WANTS SOMETHING (emotional)</p>
<p>WHAT DO THEY WANT? (mechanical)</p> <p>TO WIN THE RACE TO BE THE FIRST TO CHANGE HOW FLYING WORKS TO 'SAVE THE WORLD'</p>	<p>APPLIES A SOLUTION</p> <p>WHAT 3DS OFFERS IS THE ABILITY TO MAINTAIN - AND THEN STRETCH - YOUR HARD FOUGHT LEAD... BY ACCELERATING THE TESTING PHASE...</p>	<p>CALL-TO-ACTION (DO)</p> <p>LET'S CHANGE THE WORLD, TOGETHER!</p>		<p>FACES A CHALLENGE</p> <p>BUT THIS SPACE HAS BECOME AN ABSOLUTE BATTLEFIELD. MORE CHALLENGERS ARE APPEARING...</p>
<p>WHAT DO THEY REALLY, REALLY WANT? (emotional)</p> <p>TO BE PROVED RIGHT PRIDE SATISFACTION SIGNIFICANCE</p>	<p>APPLIES ANOTHER SOLUTION</p> <p>SIMPLIFYING THE SUPPLY CHAIN LOGISTICS...</p>	<p>APPLIES A FINAL SOLUTION</p> <p>AND STREAMLINING PRODUCTION...</p>	<p>FACES A FINAL CHALLENGE</p> <p>AND YOUR FIRST MOVER ADVANTAGE IS ERODING...</p>	<p>FACES ANOTHER CHALLENGE</p> <p>THE TRULY BIG PLAYERS ARE GEARING UP...</p>



YOU (XXXXXX AEROSPACE)...

WANT TO BE THE LEADER/WINNER IN THE eVTOL INDUSTRY.

BUT THIS SPACE HAS BECOME AN ABSOLUTE BATTLEFIELD.

MORE CHALLENGERS ARE APPEARING...

THE TRULY BIG PLAYERS ARE GEARING UP...

AND YOUR FIRST MOVER ADVANTAGE IS ERODING...

WHAT 3DS OFFERS IS THE ABILITY TO MAINTAIN - AND THEN STRETCH - YOUR
HARD FOUGHT LEAD...

BY ACCELERATING THE TESTING PHASE...

SIMPLIFYING THE SUPPLY CHAIN LOGISTICS...

AND STREAMLINING PRODUCTION...

SO THAT YOU CAN HAVE THE FIRST COMMERCIALY CERTIFIED AND
AVAILABLE eVTOL ON THE MARKET...

CAPTURE THOSE FIRST IMPORTANT SALES...

AND ESTABLISH PRIMACY IN YOUR SPACE.

ULTIMATELY LEADING THE WAY IN TRANSFORMING HOW WE ALL GET AROUND
IN BUSY URBAN SPACES.

3DS CAN GET YOU AIRBORNE FASTER.

LET'S CHANGE THE WORLD, TOGETHER!

At XXXXXX AEROSPACE, you want to win the race to launch and operate the first, successful eVTOL operation.

But you can feel the level of competition growing all around you: more challengers are appearing on an almost weekly basis; the big, establishment aerospace companies are waking up to this new market's opportunities and beginning to ramp up operations; and your hard-earned, once significant first-mover advantage is eroding quickly.

That's where we come in.

Because what Dassault Systems's 3DEXPERIENCE platform offers is the ability to maintain - and then stretch - your hard-fought lead. We do this by creating more dynamic and effective collaborations between everyone, right across your business.

This can help accelerate your current testing phase and ensure all of the output data is gathered, indexed, and allocated instantly across all the various reporting models.

We can also help you simplify your current supply chain logistics and assist with the program to re-source primary supply components from closer geographies.

And, finally, once signed off by the FAA, we can apply the power of our platform to ensure first to market is quickly followed by first to put operational airframes in the hands of customers.

You know that in the history of commercial air travel, it's always been 'winner takes all.' Being first to be certified, first to deliver airframes, and first to build a fleet is essential - not only in building a successful company, but in laying the first steps for how we all choose to move in the urban spaces of the next two decades.

We can help you get that done. Faster.



BONUS EXAMPLE

**SELLING STORY
(MEGA-PLAYER)**



<p>PURPOSE OF YOUR STORY</p> <p>FOR DASSAULT SYSTEMES (3DS) - THE 'SELLER' - TO PERSUADE XXXXXX TELECOM - THE 'BUYER' - TO USE THEIR SOFTWARE TO GROW THEIR BUSINESS.</p>	<p>GETS A RESULT (emotional)</p>	<p>IS TRANSFORMED</p> <p>And ensure you retain your network leadership role in the 5G era.</p>	<p>SOMEONE</p> <p>At XXXXXX TELECOM...</p>	<p>WANTS SOMETHING (mechanical)</p> <p>You have the opportunity to further strengthen your traditional network leadership with the roll-out of 5G IF you can convince your existing customers and new prospects that YOU are the service to commit to.</p>
<p>AUDIENCE & THEIR CURRENT STORY</p> <p>XXXXXX TELECOM EXECUTIVES</p> <p>LONDON WILL GO 5G IN THE COMING YEARS - XXXXXX TELECOM WANTS TO CONVINC AS MANY CUSTOMERS AS POSSIBLE THAT THEY ARE THE BEST CHOICE TO PROVIDE THAT SERVICE</p>	<p>GETS A RESULT (mechanical)</p> <p>The result is a level of customer confidence that will drive sales...</p>	<p>MESSAGE/MEANING (THINK & FEEL)</p> <p>We can help you sell 5G better</p>		<p>WANTS SOMETHING (emotional)</p>
<p>WHAT DO THEY WANT? (mechanical)</p> <p>TO WIN MORE BUSINESS</p> <p>TO CREDIBLY SHOW THEIR COVERAGE ABILITY</p> <p>TO BE THE LOGICAL 5G CHOICE</p> <p>TO 'WOW' THEIR TARGET MARKET</p>	<p>APPLIES A SOLUTION</p> <p>And that's where we come in. Because, at Dassault Systemes, we can help you create a sales tool that shows every customer and prospect the fastest, safest and best way to implement their 5G upgrade.</p>	<p>CALL-TO-ACTION (DO)</p> <p>Let's take a look at a specific example...</p>		<p>FACES A CHALLENGE</p> <p>But two main challenges have become apparent: your competition is now stronger than ever, with more and bigger players entering the market compared to the early days of 4G and 3G;</p>
<p>WHAT DO THEY REALLY, REALLY WANT? (emotional)</p> <p>TO WIN BACK THEIR PRIMARY POSITION</p> <p>TO FEEL PROUD OF XXXXXX TELECOM AGAIN</p> <p>TO PROVE THEIR ABILITY</p>	<p>APPLIES ANOTHER SOLUTION</p> <p>We do this through our fully-detailed virtual twin technology, where we create a perfect digital copy of your target's network, city, or environment, then run an almost infinite number of simulations to reveal the ideal strategy to minimise their risk and maximise their return.</p>	<p>APPLIES A FINAL SOLUTION</p>	<p>FACES A FINAL CHALLENGE</p>	<p>FACES ANOTHER CHALLENGE</p> <p>AND, big corporates and network operators are overwhelmed at the complexity, scale and risk involved in upgrading when any interruption to their critical networks could be potentially fatal to their reputation and customer loyalty.</p>



<p>PURPOSE OF YOUR STORY</p> <p>FOR DASSAULT SYSTEMES (3DS) - THE 'SELLER' - TO PERSUADE XXXXXX TELECOM - THE 'BUYER' - TO USE THEIR SOFTWARE TO GROW THEIR BUSINESS.</p>	<p>GETS A RESULT (emotional)</p>	<p>IS TRANSFORMED</p> <p>And reassure them that YOU are the partner to make their 5G service the best it can be.</p>	<p>SOMEONE</p> <p>At any time of the day or night, Vodafone is serving more than a million users on their 4G network in the city of London.</p>	<p>WANTS SOMETHING (mechanical)</p> <p>But these are not 'average' users - they are high intensity, high-usage, high-profit users and Vodafone is very keen to get them onto a 5G network as soon as possible to keep them loyal AND increase the quantity and quality of services they can deliver to them.</p>
<p>AUDIENCE & THEIR CURRENT STORY</p> <p>XXXXXX TELECOM EXECUTIVES</p> <p>LONDON WILL GO 5G IN THE COMING YEARS - XXXXXX TELECOM WANTS TO CONVINC AS MANY CUSTOMERS AS POSSIBLE THAT THEY ARE THE BEST CHOICE TO PROVIDE THAT SERVICE</p>	<p>GETS A RESULT (mechanical)</p> <p>The result is that your sales teams can confidently present the most efficient and cost-effective network upgrade plan for Vodafone...</p>	<p>MESSAGE/MEANING (THINK & FEEL)</p> <p>And because this process is digital, you can be doing the same thing for dozens of prospects all at the same time, increasing the speed of your 5G sales push and getting ahead of your competition.</p>		<p>WANTS SOMETHING (emotional)</p>
<p>WHAT DO THEY WANT? (mechanical)</p> <p>TO WIN MORE BUSINESS</p> <p>TO CREDIBLY SHOW THEIR COVERAGE ABILITY</p> <p>TO BE THE LOGICAL 5G CHOICE</p> <p>TO 'WOW' THEIR TARGET MARKET</p>	<p>APPLIES A SOLUTION</p> <p>But, with our help, you can now compress that time period for them dramatically. By building a virtual twin of the chosen scenario - in this case, a million users in London - you can quickly run thousands of simulations to identify the shifting density of devices during a typical 24-hour period...</p>	<p>CALL-TO-ACTION (DO)</p> <p>The only question is... who would you like to trial first?</p>		<p>FACES A CHALLENGE</p> <p>Their challenge is understanding how best to make this change in a city as complex as London WITHOUT wasting time and money through over-specing, or over-equipping the solution.</p>
<p>WHAT DO THEY REALLY, REALLY WANT? (emotional)</p> <p>TO WIN BACK THEIR PRIMARY POSITION</p> <p>TO FEEL PROUD OF XXXXXX TELECOM AGAIN</p> <p>TO PROVE THEIR ABILITY</p>	<p>APPLIES ANOTHER SOLUTION</p> <p>... their movements in and around the city; and the best places to install just the right amount of physical hardware to deliver the required service...</p>	<p>APPLIES A FINAL SOLUTION</p> <p>And, by adding real-time captured data from the location, you can keep refining the simulations to ensure the solution is continually up-to-date.</p>	<p>FACES A FINAL CHALLENGE</p>	<p>FACES ANOTHER CHALLENGE</p> <p>The approach they've traditionally relied on is to physically map the territory with their own engineers on the ground, then monitor usage and demand patterns over a period of weeks or months to identify hot-spots, peak cycles and problem areas.</p>



WINNING THE 5G RACE

At **XXXXXX TELECOM**, you have the opportunity to further strengthen your traditional network leadership with the roll-out of 5G **IF** you can convince your existing customers and new prospects that YOU are the service to commit to.

But two main challenges have become apparent: your **competition is now stronger than ever**, with more and bigger players entering the market compared to the early days of 4G and 3G; AND, **big corporates and network operators are overwhelmed** at the complexity, scale and risk involved in upgrading when any interruption to their critical networks could be potentially fatal to their reputation and customer loyalty.

And that's where we come in. Because, at Dassault Systemes, we can help you create **a sales tool that shows every customer and prospect the fastest, safest and best way to implement their 5G upgrade**. We do this through our fully-detailed virtual twin technology, where we create a perfect digital copy of your target's network, city, or environment, then run an almost infinite number of simulations to reveal the ideal strategy to **minimise their risk and maximise their return**.

The result is a level of customer confidence that will **drive sales**... and ensure you retain your network leadership role in the 5G era.

Let's take a look at a specific example...

At any time of the day or night, Vodafone is serving more than **a million users on their 4G network in the city of London**. But these are not 'average' users - they are **high intensity, high-usage, high-profit users** and Vodafone is very keen to get them onto a 5G network as soon as possible to keep them loyal AND increase the quantity and quality of services they can deliver to them.

Their challenge is understanding how best to make this change in a city as complex as London **WITHOUT wasting time and money through over-specing, or over-equipping the solution**. The approach they've traditionally relied on is to physically map the territory with their own engineers on the ground, then monitor usage and demand patterns over a period of weeks or months to identify hot-spots, peak cycles and problem areas.

But, with our help, you can now compress that time period for them dramatically.

By building a virtual twin of the chosen scenario - in this case, a million users in London - you can quickly run thousands of simulations to identify the shifting density of devices during a typical 24-hour period; their movements in and around the city; and the best places to install **just the right amount of physical hardware to deliver the required service**. And, by adding real-time captured data from the location, you can keep refining the simulations to ensure the solution is continually up-to-date.

The result is that your sales teams can confidently present the most efficient and cost-effective network upgrade plan for Vodafone... and reassure them that **YOU are the partner to make their 5G service the best it can be**. And because this process is digital, you can be doing the same thing for dozens of prospects all at the same time, increasing the speed of your 5G sales push and getting ahead of your competition.

The only question is... who would you like to trial first?



BONUS EXAMPLES

**VARIOUS
COMMUNICATIONS**



TEAM MOTIVATION

CONTEXT / CHALLENGE / SOLUTION

A team is a collection of people coming together around a common cause.

But just because someone belongs to a team, doesn't mean they're motivated by the same things as everyone else around them.

So, if you want to motivate a disparate group of people, don't choose something 'light,' say, turnover, or profit, or NPS scores... align around something 'heavy,' such as the potential for the team to do something significant (in the case to the right, 're-wire the world.')

Companies increasingly understand that shareholders are interested in the financial data, but most employees aren't (unless they have a big bonus attached to them).

Employees want their jobs to be meaningful. They spend half their waking hours there, so they want to make sure they're being invested wisely.

That's why we've seen the rise of the 'purpose-driven company' over the past decade. When a team is chasing the same North Star, following the same strategy, living the same values, and driven by the same purpose... they FEEL engaged. They FEEL aligned. They FEEL energised.

The challenge of leaders is to keep telling these types of stories over, and over, and over, again.



WE'RE ABOUT TO RE-WIRE THE WORLD

The last few years have been incredibly challenging for global business and our customers - and we ourselves - have felt the strain continually.

But, across this period, we have performed exceptionally well, helping our customers to navigate the storms of COVID, the invasion of Ukraine and the resulting impact on the global supply chain network.

But the reality is, the real impact of both of these is only beginning. Because the next decade is going to see seismic change in our industry, the like of which none of us has ever experienced before.

The simple truth is, the world is about to change... dramatically.

With no end in sight for the war, geopolitical tensions rising between the US and China, and the increasing attractiveness of Mexico as the world's new 'factory' (replacing China), supply chains may change more in the coming decade than they have in the last five.

The world's industrial machine is rewiring itself... and we are in prime position to solve the mountain of problems that will uncover.

We're the best there is at what we do and now - with this era defining change beginning - we have the chance to make our mark on the world of tomorrow, shaping it, and building it in such a way that every single person on the planet will benefit.

That's our opportunity... and our challenge. Let's make sure we're worthy of it.



INTERNAL MESSAGING

CONTEXT / CHALLENGE / SOLUTION

The challenge with large, internal messaging communications (for example, OMPulse) is that employees are busy, overloaded and rarely as enthused about the subject as the person looking to do the communication. So, the key is to split the communication into two pieces:

1. THE TEASER (right)

Like a movie trailer, this is designed to make the audience WANT to see (or read) the rest.

2. THE BULK

The main volume of the communication is then filed somewhere where the audience can easily access it (shared drive, etc.). That means they can read it at their own pace, when they want.

When it comes to writing a teaser, there are two key elements:

1. THE HOOK

To catch a fish, you first have to convince it to bite at your lure. That's the job of the headline. This should have something of personal value and interest to the audience.

2. THE PULL

Then, to pull the 'fish' in and keep them reading, you want a 'cognitively rich' (playful, or unexpected) first few lines. In the example to the right, it's the dual meaning of the word 'Culture,' that gets the audience's Brain 3 firing to understand the dichotomy.



WHAT OMPULSE IS GOING TO DO FOR YOU...

When you look up the word, 'Culture' in the dictionary, you get two, very different definitions.

The first is the one we most closely associate with business: *'the ideas, customs, and social behaviour of a particular people or society.'*

But there's also a second one: *'to maintain (tissue cells, bacteria, etc.) in conditions suitable for growth.'*

And that's the definition that underpins the work we've been doing in the OMPulse project.

Because you've told us that you want to be more effective at work, more productive, more impactful. But, at the same time, you also want to feel more connected, more inspired and more nurtured.

The challenge is just how busy we all are. And how easy it is for our culture - our 'conditions suitable for growth' - to drift out of alignment.

So, we set out to better understand all of the elements that impact our day-to-day lives. To quantify what we all need to perform better and to feel more empowered... and to put in place better processes and systems, and adopt new ideas to give every OMP employee the best culture for them in which to grow.

The results of that initial work are now available at this LINK and we'll continue to update this as the various initiatives gain traction.

Check it out today and see which you feel will have the greatest positive impact on you.



SOCIAL MEDIA POSTS

CONTEXT / CHALLENGE / SOLUTION

Social Media is an incredible communication tool if you know how to use it properly.

But what most companies do is use it to deliver facts about their organisation. And guess what?

NOBODY CARES.

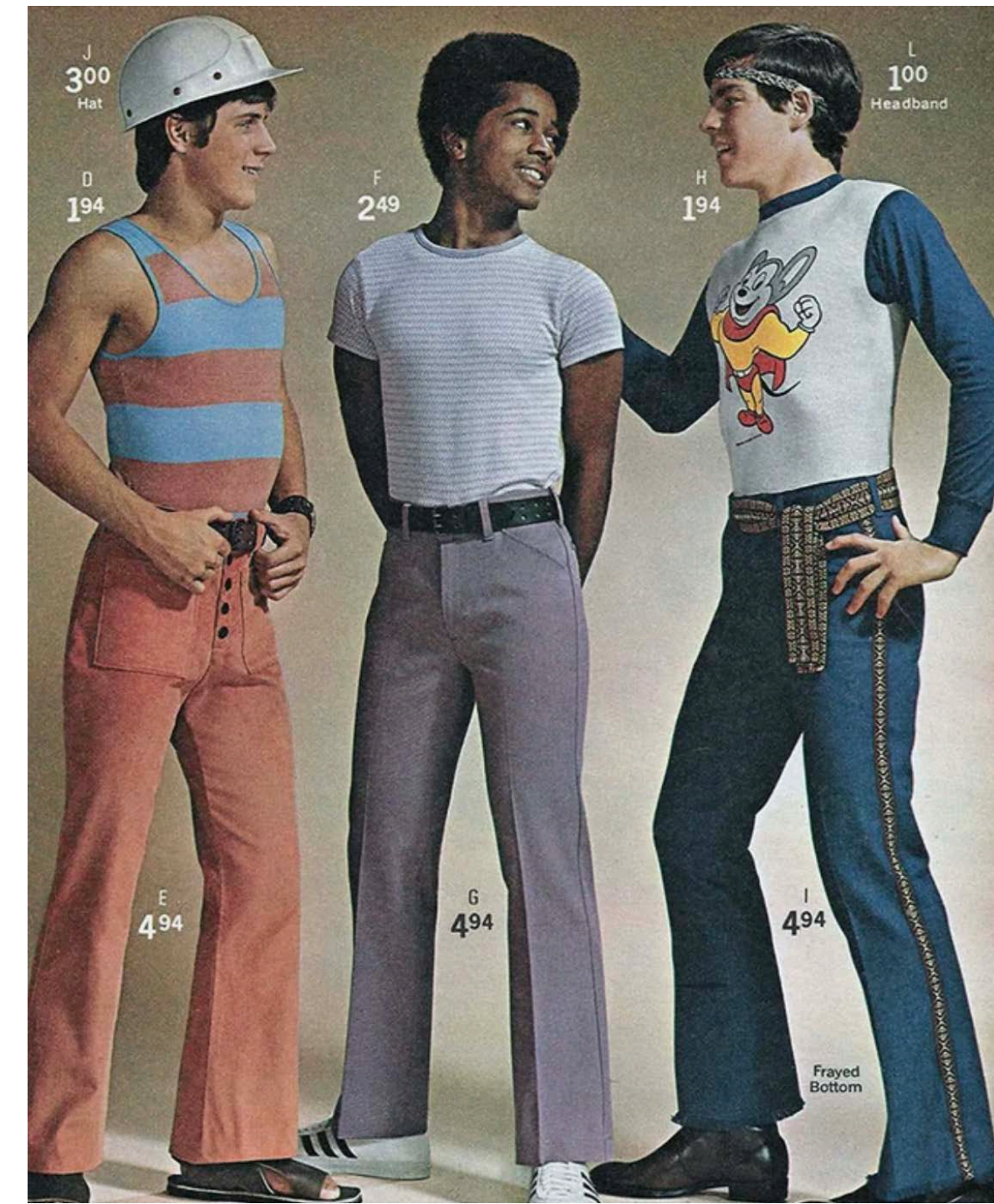
Most people aren't on social media to learn about things. They're there to be entertained, to be nosy about other people, to tell their story, or build their brands. They're lazy consumers and active broadcasters.

The best way to go viral in that world, is to make content that other people want to share because it makes them look good to their audience. Hence, motivating quotes that people share; listicles on how to live a better life, or achieve more; funny video clips; etc.

If I can re-post your content and people think I'm smarter, better informed, more powerful, or just nicer... I'll do it. I win... and you win.

So, think of how you can make (some of) your XXXXXX content for social media NOT flat information about what you do, but coming at it with humour, playfulness and shareability value.

Here's a slightly over the top example (that could not be simpler)...



NEW UNIFORMS AT OMP?

Geopolitical tensions are causing many companies to reconsider their global supply chains and potentially revert back to how they were in the 1970s.

In preparation, all of us at XXXXXX are dressing in platform boots, flares and corduroy one day a week to get back into the mindset of the times.

So, if you are considering going back to tighter, shorter supply chains and need help to understand the pros and cons, give us a call... and we'll groove right over to you.

Alternatively, click [HERE](#) for more information.



CUSTOMER REFERENCES

CONTEXT / CHALLENGE / SOLUTION

Most companies are conservative by nature, especially when it comes to big change and big investments.

So, anything that builds their confidence in a decision is welcomed (as long as it's true).

That means presenting a 'Customer Proof' story can be a very valuable assistance to them.

However, just saying, 'Customer X uses our solution,' is NOT sufficient. Prospects need to feel that this company was in the same position as them - they need to see and hear themselves in someone else's story.

So, the secret of a winning Customer Reference story is to tell it from their point of view, with YOU AND THE OTHER COMPANY as the 'Solution Hero' in GREEN BOX 7. In other words, we're not going to solve your problem. We're going to help YOU solve your own problem. This is much more motivating.

The Result and the Transformation to the other company should then align with the result and transformation desired by the Prospect.

In the example to the right, I've used the generic term, 'THING,' to represent whatever it is the company is seeking. This could be more efficient supply chain management, for example.



A PRE-PACKAGED SOLUTION

We know that YOU are trying to get this THING done, and have been having difficulties finding the right solution. And we understand how difficult that is.

Because we've been here before. In fact, we've been here a number of times, most recently with a company quite similar to your's.

They arguably hadn't made as much progress as you've been able to make, but they kept running into the same challenges you've experienced.

They approached us and - with a little help from our teams - they were able to re-assess the problem from a different point of view, design a new way of overcoming the challenge and - hey presto - they got the THING done.

Not only are they now operating more efficiently, but they're also saving money AND the stress has dropped on the leaders across the business.

Would you be interested in going into their experience in a little more detail?

Okay, so let's go back to the first problem they - and you - encountered.

AND ON FROM THERE...



**FURTHER
READING**

ARTICLES

Everyone loves a good story but where's the science to explain the power of storytelling?

https://hbr.org/2014/10/why-your-brain-loves-good-storytelling?referral=03759&cm_vc=rr_item_page.bottom

https://www.ted.com/talks/uri_hasson_this_is_your_brain_on_communication#t-6052

So what's more powerful: logic and data... or emotion?

<https://www.fastcompany.com/1680581/why-storytelling-is-the-ultimate-weapon>

<https://bigthink.com/experts-corner/decisions-are-emotional-not-logical-the-neuroscience-behind-decision-making>

Is there a fool-proof formula for telling stories?

<https://keithjennings.com/narrative-vs-stories/>

<https://www.fastcompany.com/3040709/7-tips-for-great-storytelling-as-a-leader>

<https://www.theguardian.com/media-network/media-network-blog/2014/aug/28/science-storytelling-digital-marketing>

Anything else I can read or watch?

https://hbr.org/2003/06/storytelling-that-moves-people?referral=03759&cm_vc=rr_item_page.bottom

<https://hbr.org/2014/07/how-to-tell-a-great-story>

<https://hbr.org/2014/03/the-irresistible-power-of-storytelling-as-a-strategic-business-tool>

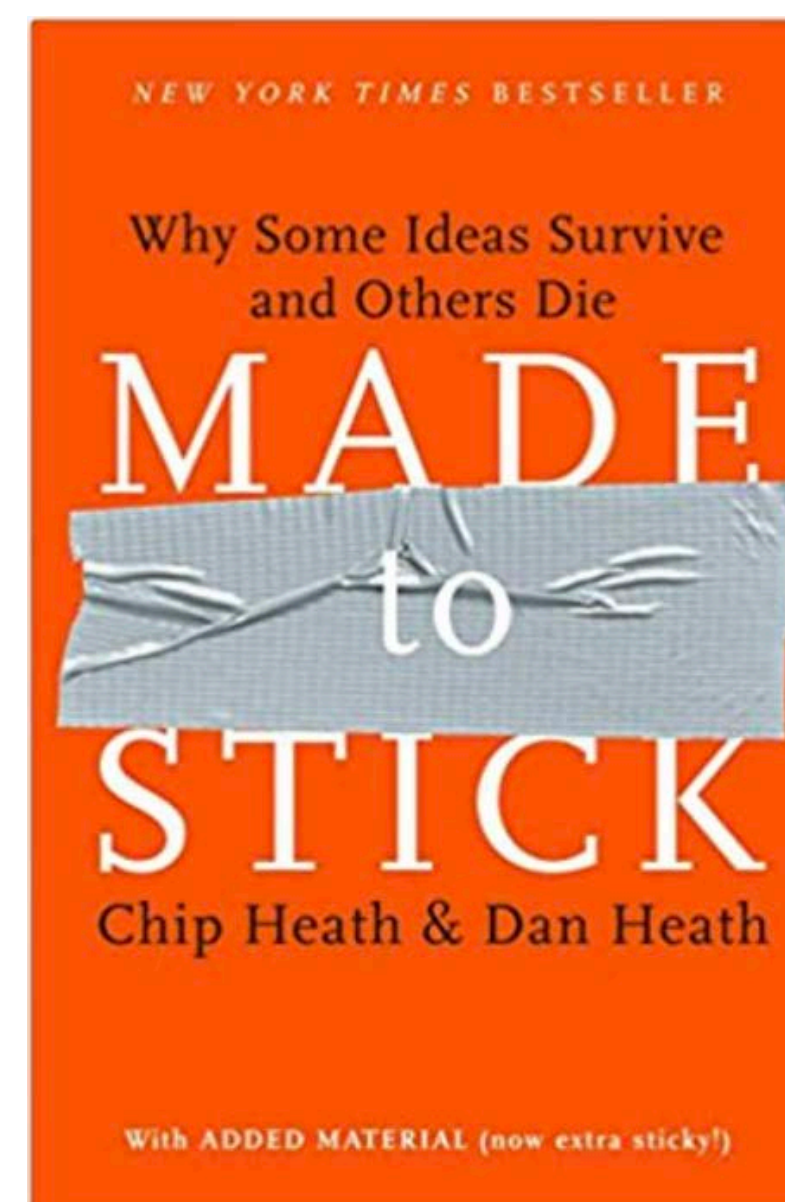
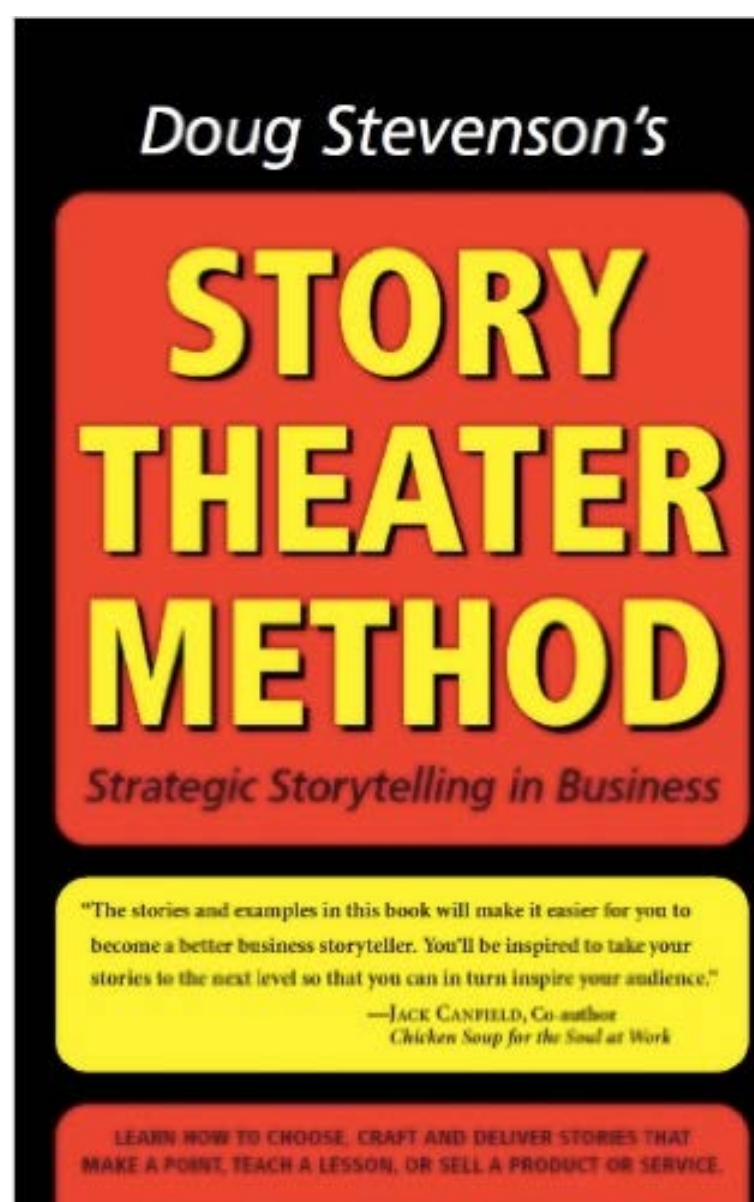
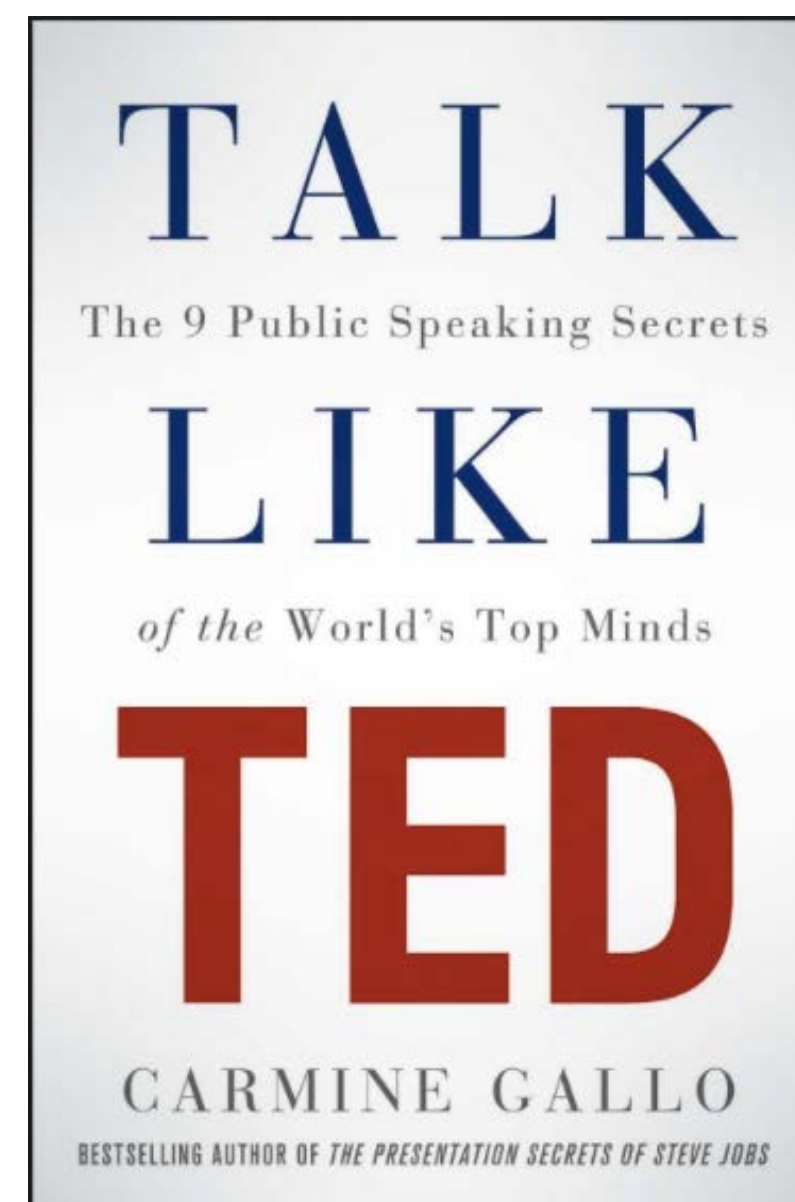
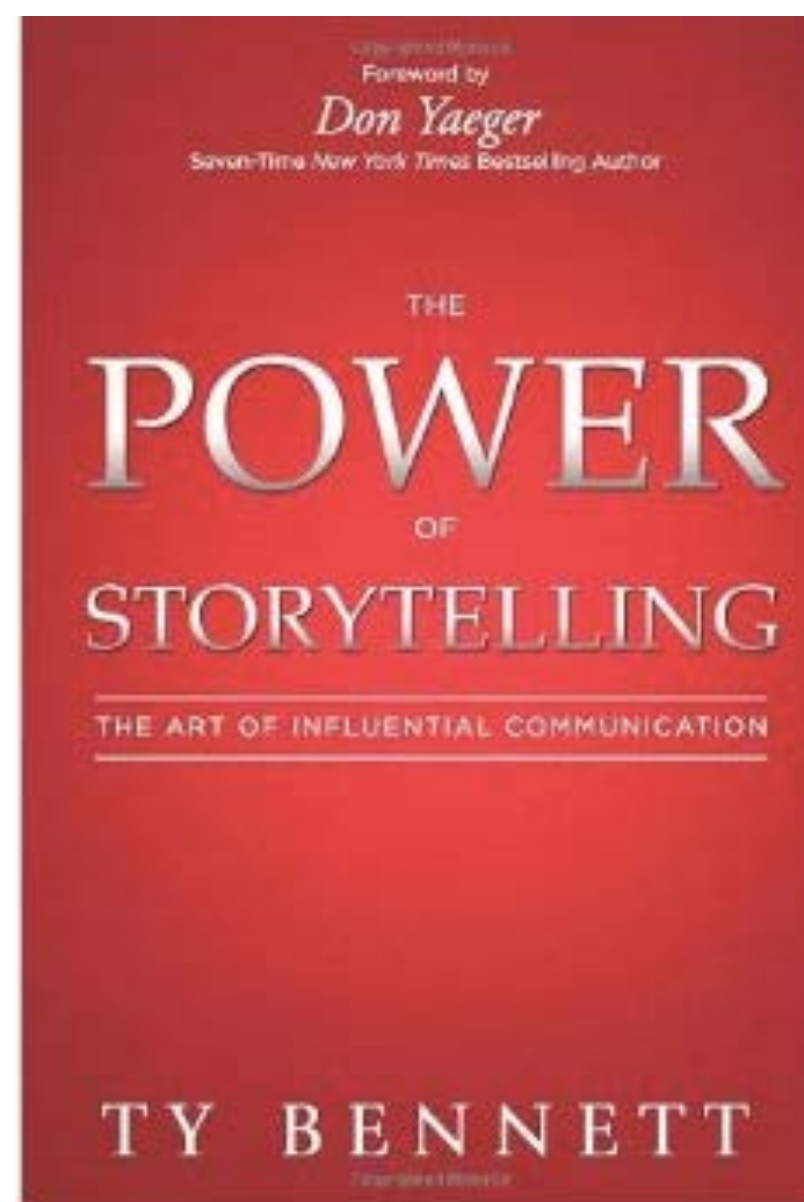
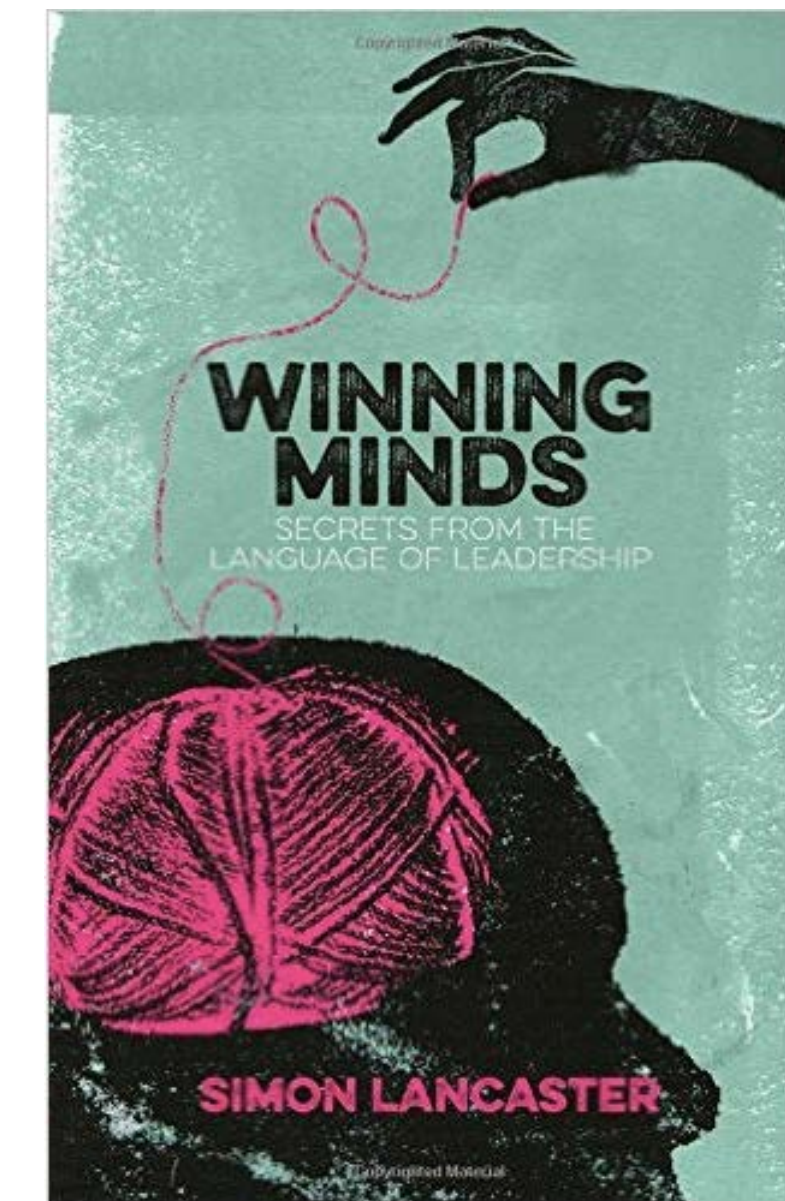
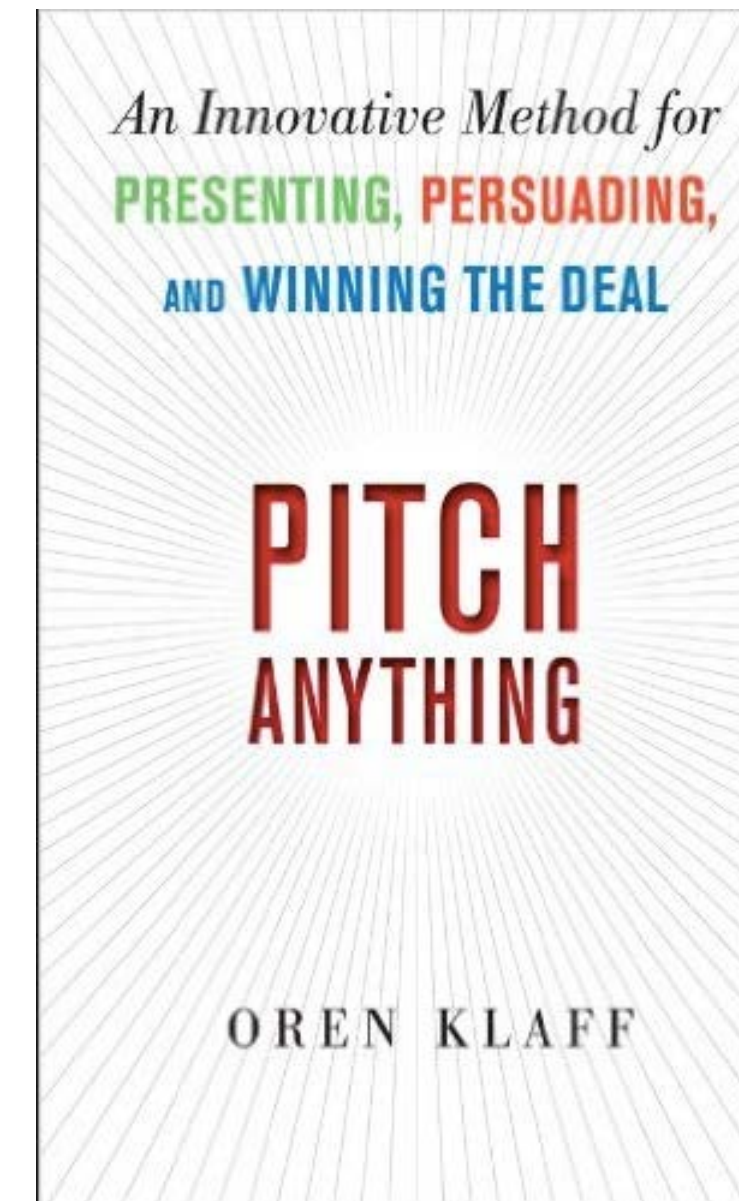
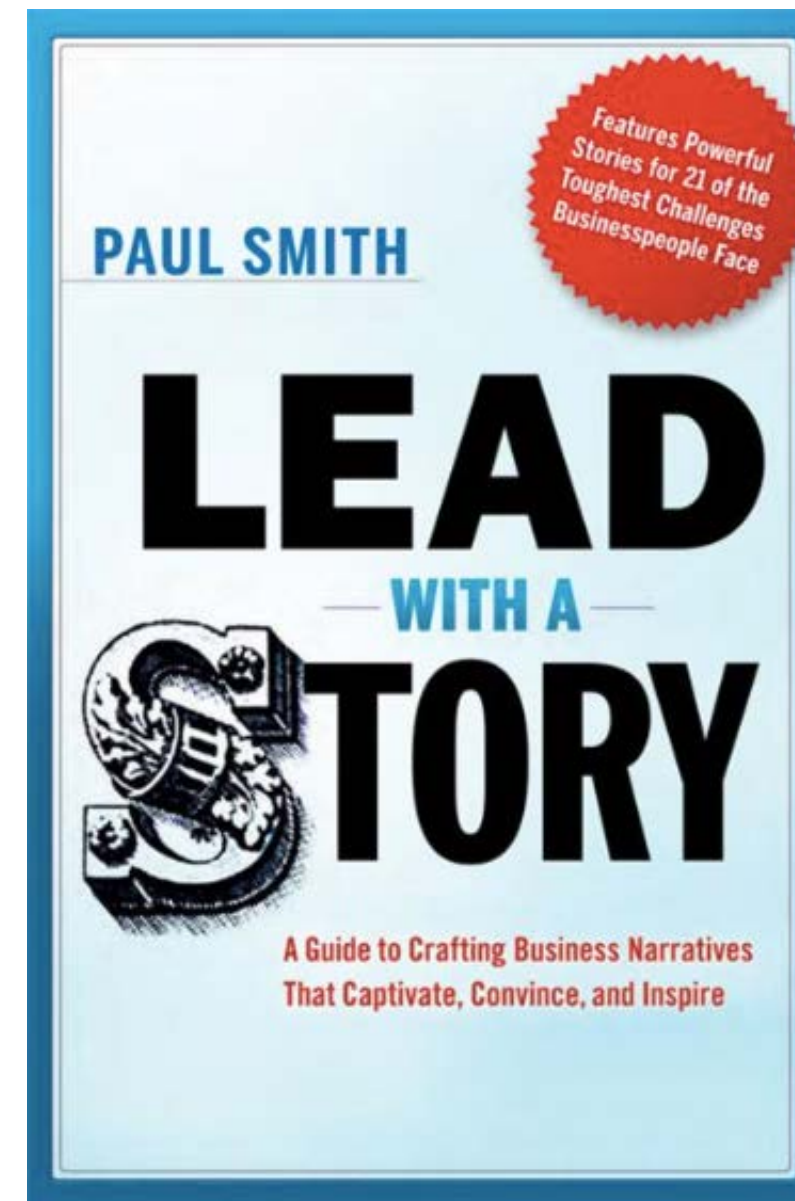
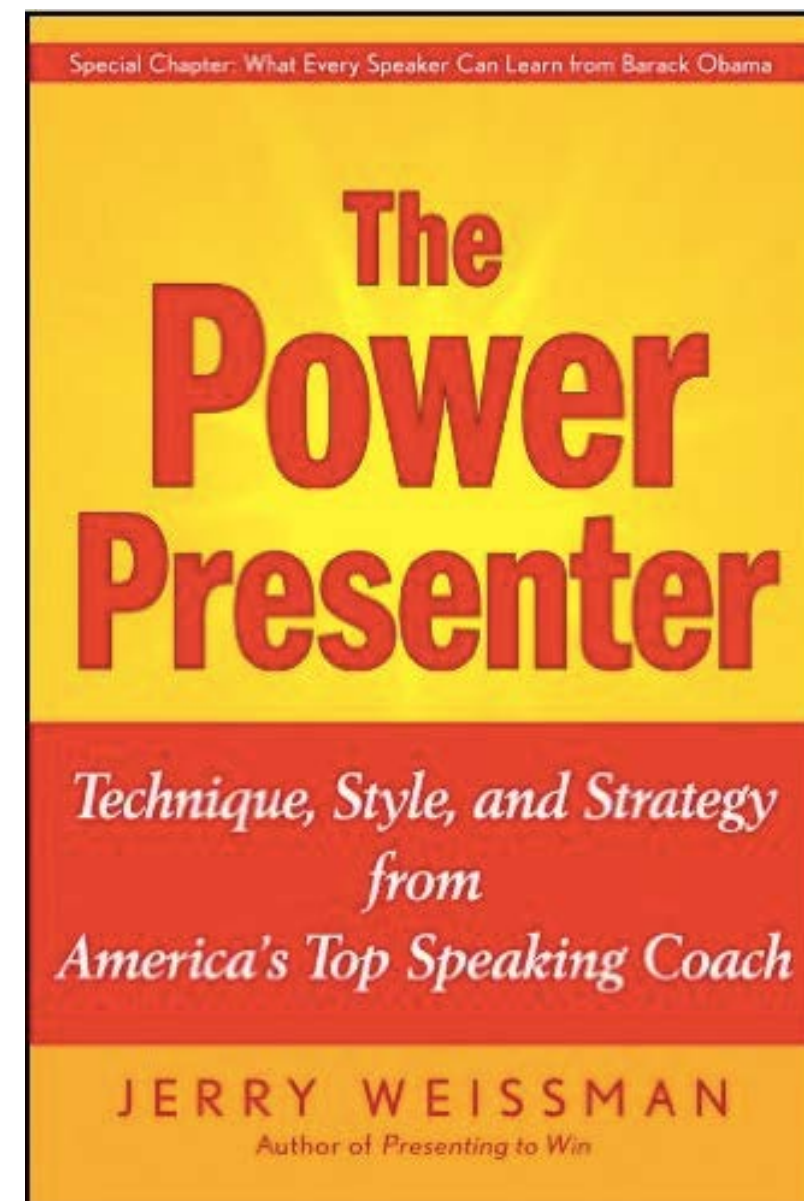
<https://www.avvo.com/legal-guides/ugc/how-to-communicate-effectively-with-judges-and-juries>

<https://medium.com/firm-narrative/want-a-better-pitch-watch-this-328b95c2fd0b>

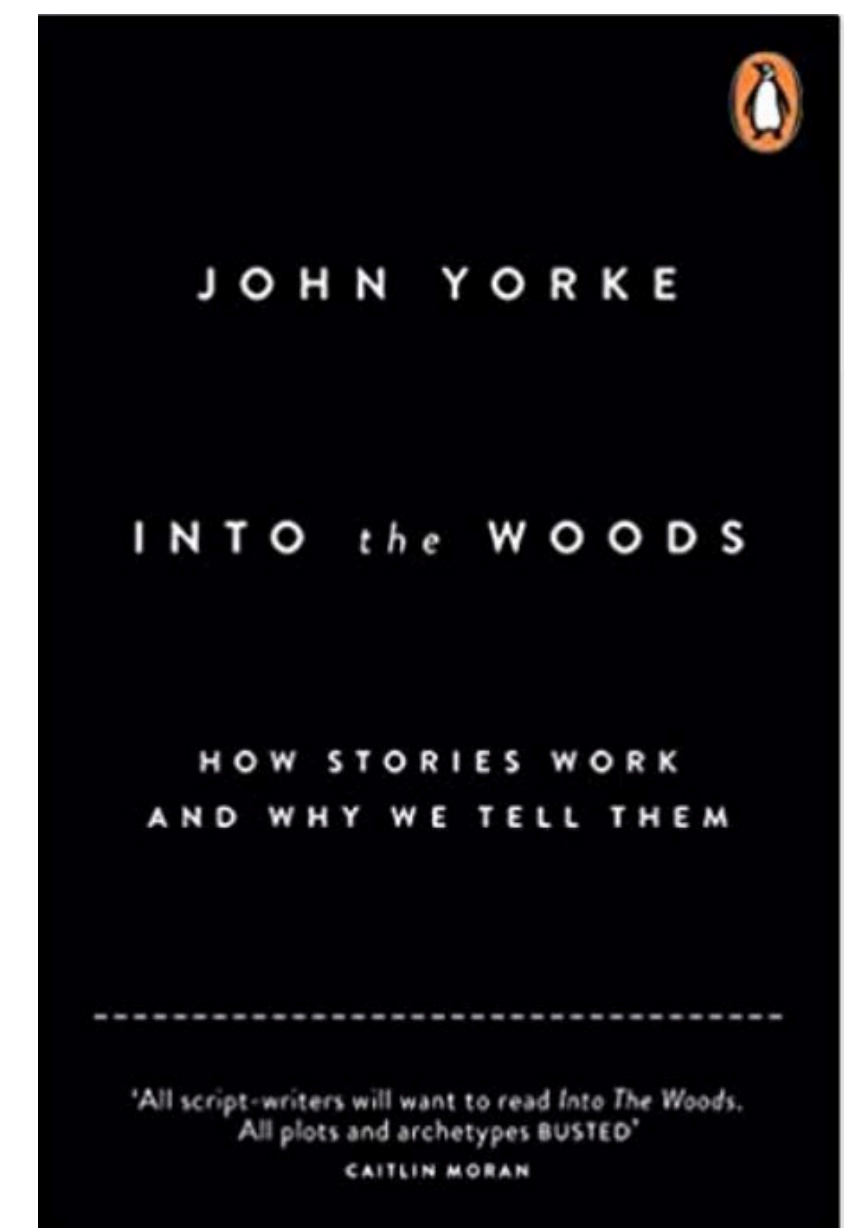
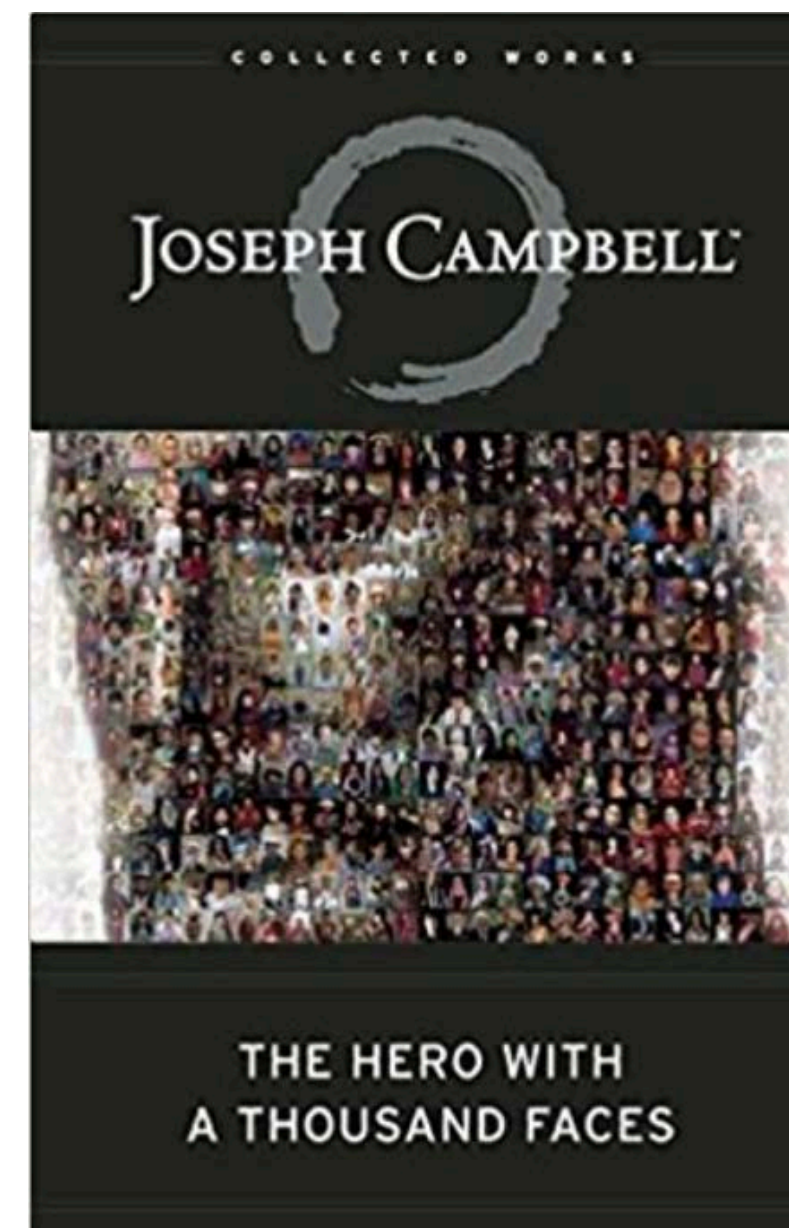
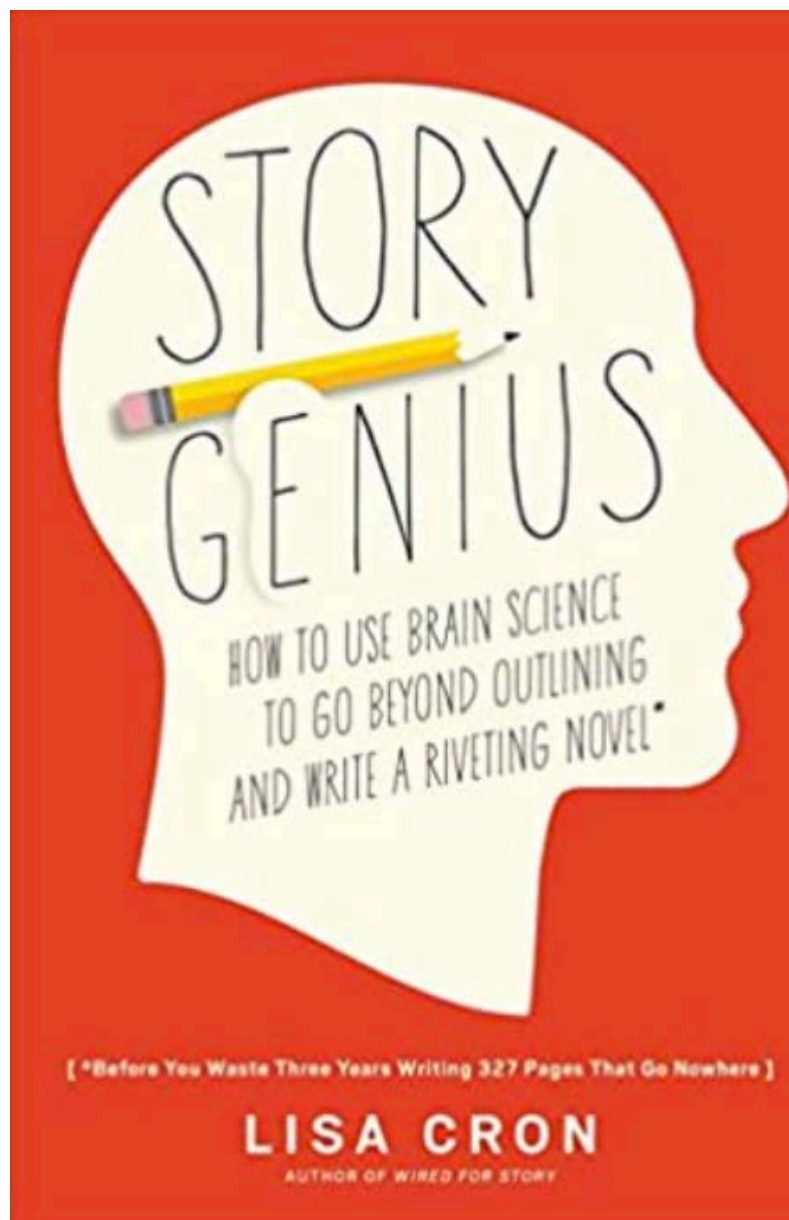
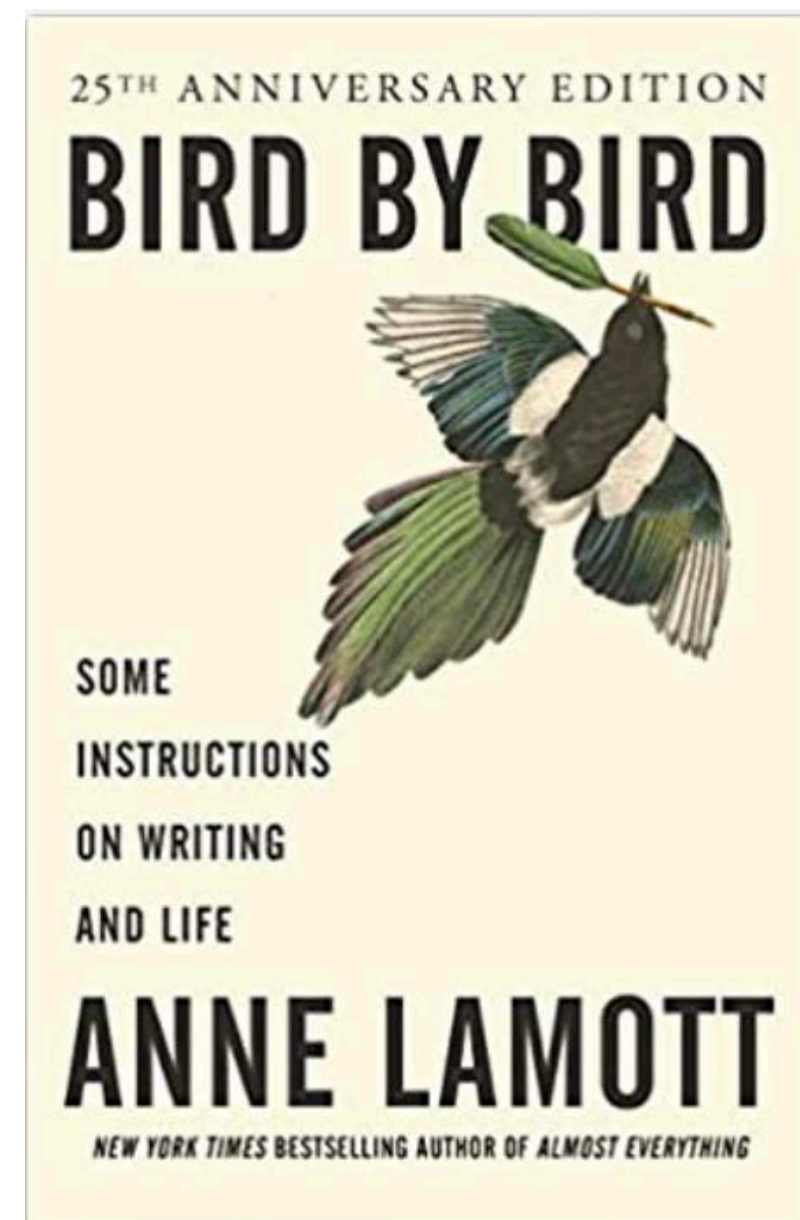
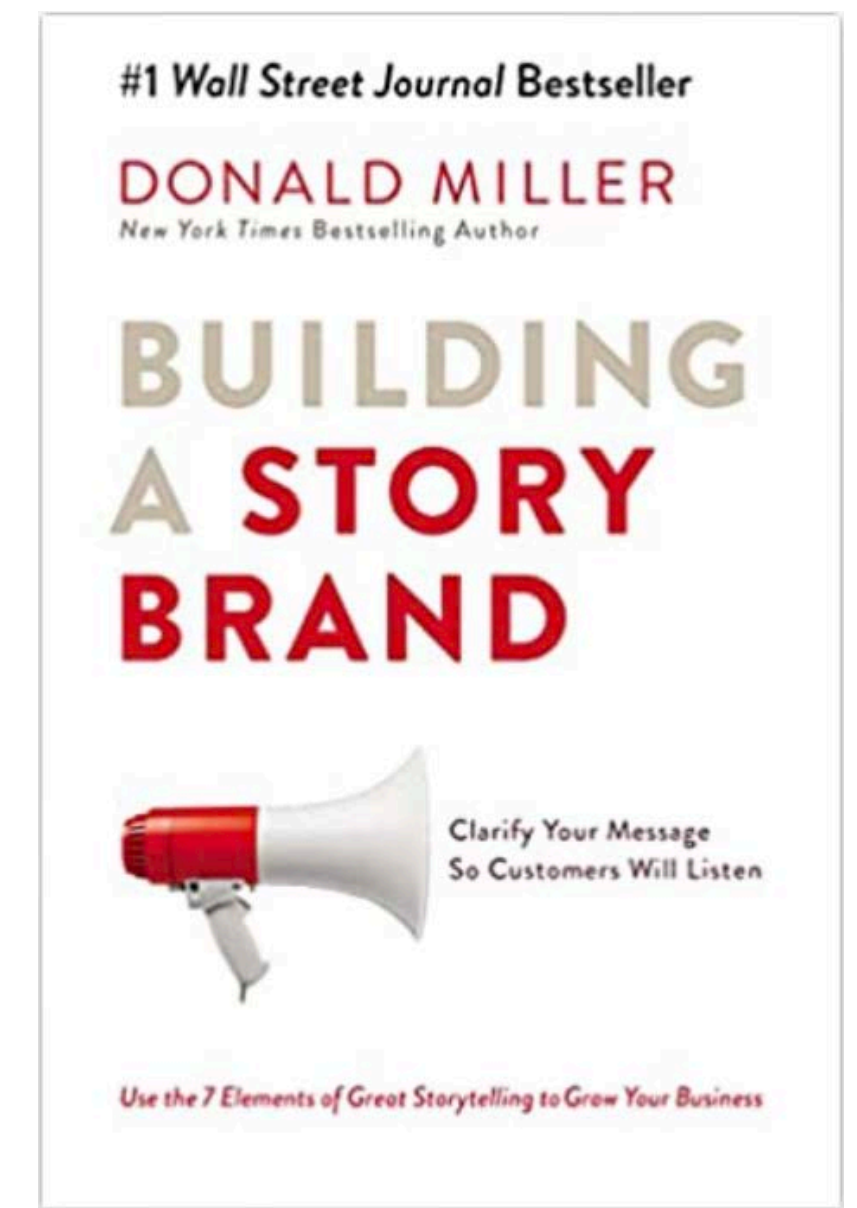
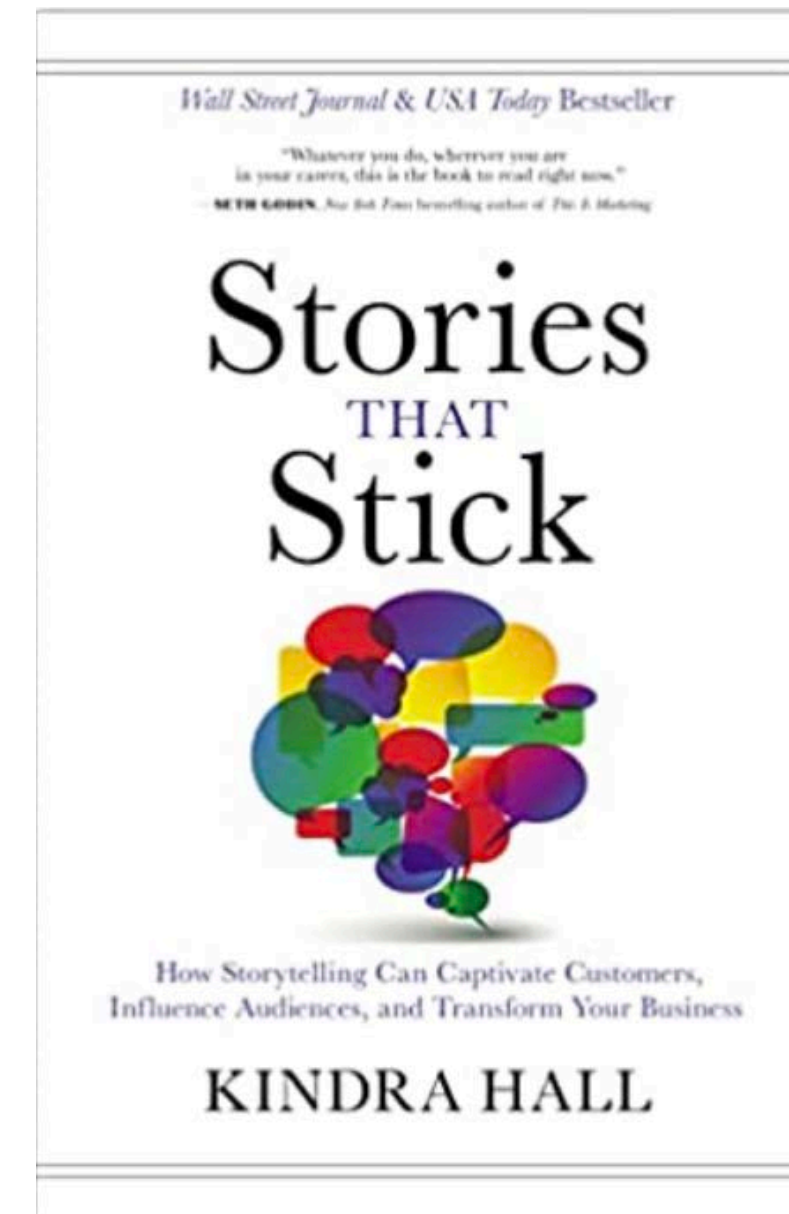
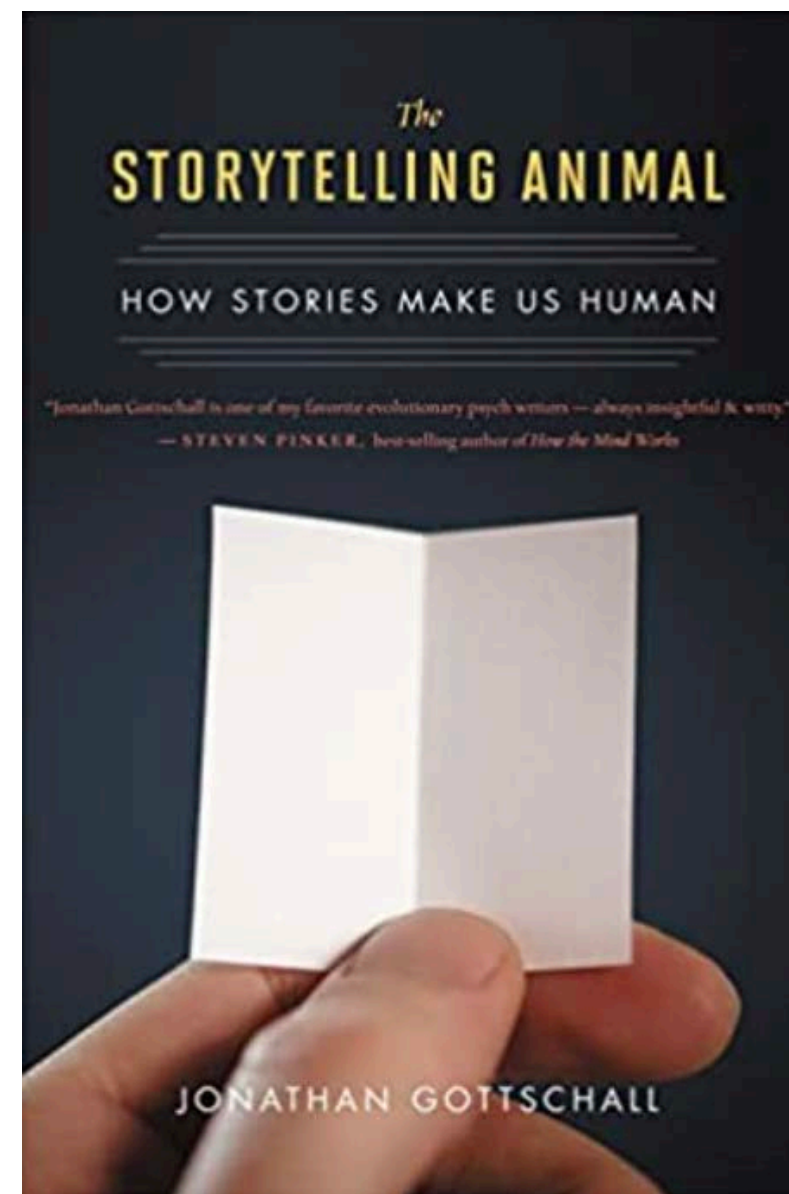
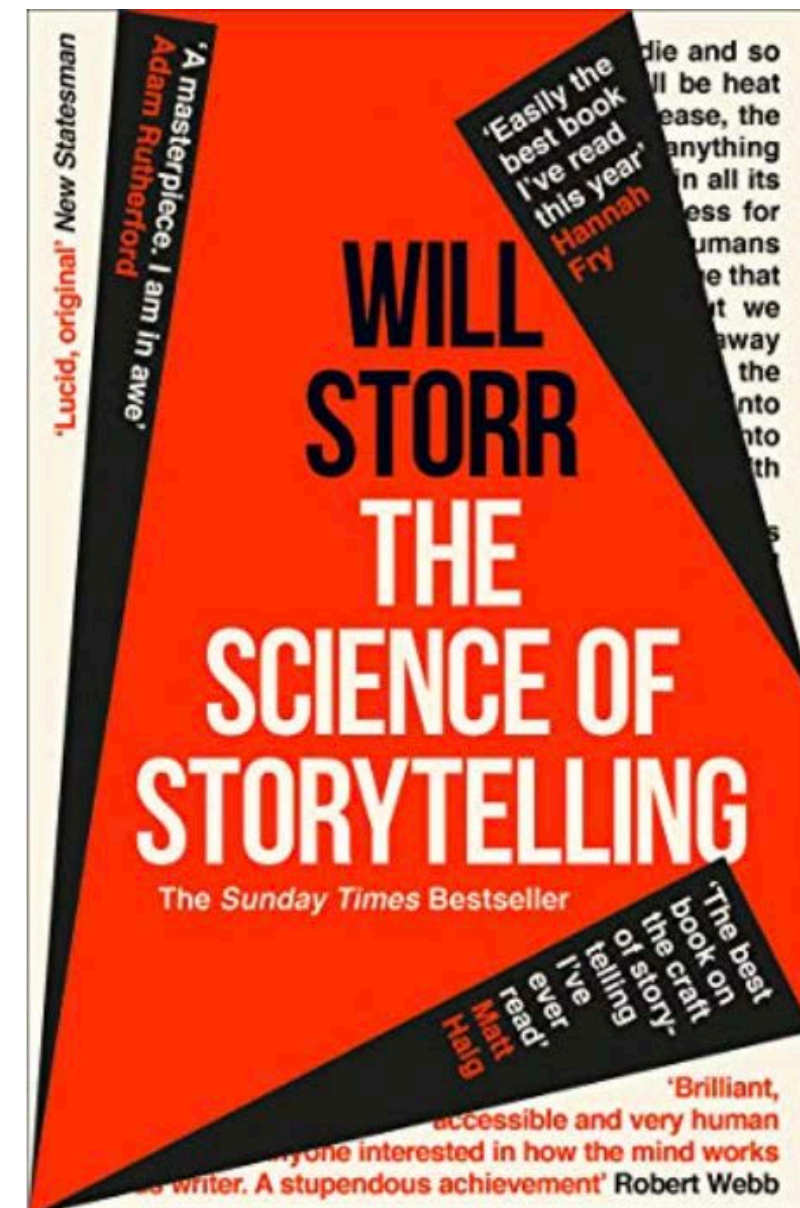
<http://www.echostories.com/storytelling-fundamentals-use-storytelling-to-master-your-next-pitch/>

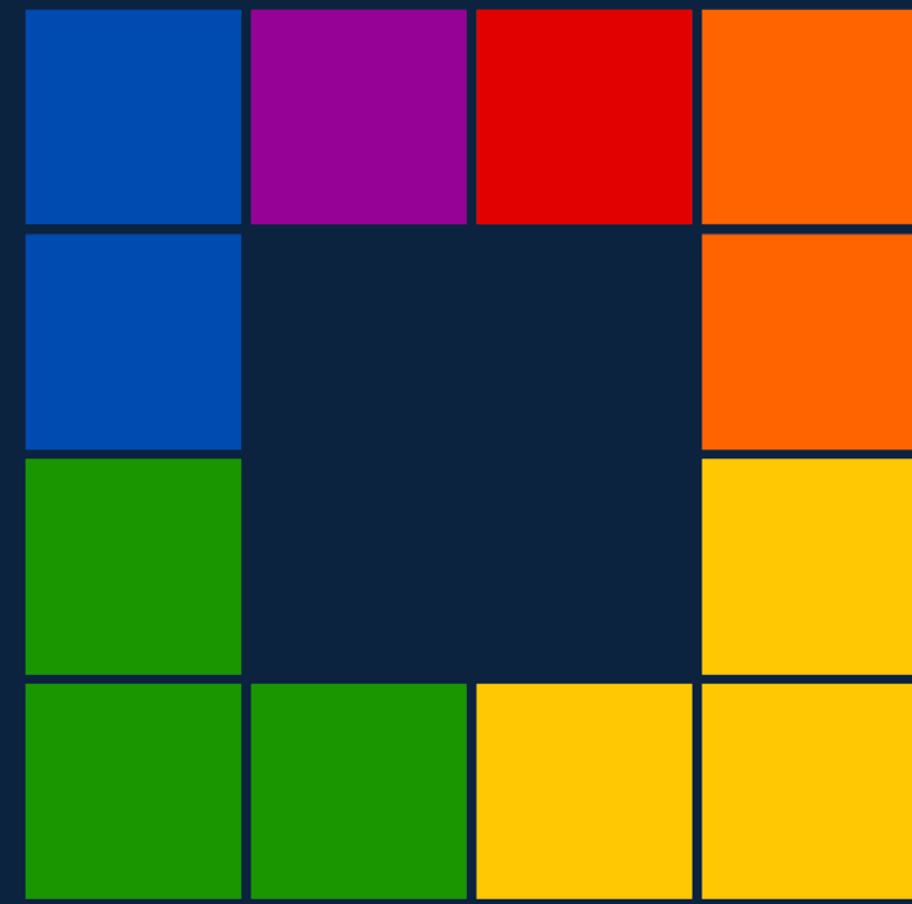
<https://medium.com/the-mission/why-leadership-equals-storytelling-71877abfe1f0>

BOOKS



BOOKS





GOOD LUCK