

# Video transcript

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## The art of storytelling

For any organisation, there's typically three questions that they have to answer. And the back-of-the-envelope business plan, if you like is – the first one is: What's my purpose? Why do I exist? Am I just here to show up and make a lot of money and win or fundamentally do I stand for something, do I believe in something?

Once you can internalise what is my 'why', my north star, you can then answer the second question: what is my story? And the buzzword for storytelling is "brand positioning": in the hearts of the people you want to connect with, how do you want them to feel about themselves? Because great brands don't make you feel good about the brand, they make you feel good about yourself. So, in the hearts and minds of the consumers you want to connect with, what story do you want to tell them to make them feel good about themselves?

Once you've answered the second question the third question is: what's the best way to tell your story? Typically, there's three ways that businesses can tell their stories: one is product, or product development; the second one is service, service delivery – how you treat people; and the third one is communications, which could be advertising or ambassadors or content and so forth. And they sit logically together. But to become a good storyteller for an organisation, or an individual, we need to understand our own story first. That's probably the greatest investment that any business leader in the world can go on: the journey to work out: 'who am I?' Because then you can work out what you want: in terms of not only your purpose but your values and your goals and your motivations – both extrinsic, in terms of financial, but also intrinsic in terms of what legacy you want to leave the planet.