



**DO YOU USE THE
POWER OF 'STORY'
TO CONNECT WITH
YOUR CUSTOMERS?**

STORIES MATTER!



One remarkable thing about the human brain is its need and ability to recognize patterns. Stories are so **engaging** and **influential** because most follow a predictable pattern of “beginning, middle, and end”. It’s a pattern our brains are wired to detect and latch on to. Stories not only matter as the basis for human communication and memory but stories matter in **business**. Since memory is a creative act, in which we subconsciously work to put the things we’ve experienced into a resonant structure, we know it’s those memories that “stick”.



THE PSYCHOLOGY OF STORY...



The most effective way to **engage your audience** is with storytelling: human beings are wired for them. Communicate your story right and you can get a potential client to believe in your story just as strongly as you do.

STORIES FOR BUSINESS?



When done well, **storytelling** can have a very positive impact on business. Storytelling conveys **purpose** and businesses with purpose stand out, capturing consumer's hearts... and wallets. Developing a consistent story for a brand creates a blueprint of sorts to organize content that might otherwise feel scattered or random.

This adds **intentionality** at an enterprise level, and gives a powerful tool to the brand ambassadors on the front lines working directly with customers. Creating a “story based” vision that employees and customers believe in **elevates** the brand beyond just products and services.

STORIES ENGAGE THE EMOTIONS

WHY CUSTOMER ENGAGEMENT
MATTERS SO MUCH NOW
- GALLUP BUSINESS JOURNAL

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Consumers will
give **more**
money to the
businesses they
feel **emotionally**
connected to.



GOOD STORIES CREATE EXPERIENCES THAT TRANSFORM

Goods and services are **no longer enough**... Businesses must shift to the creation of experiential value in the marketplace as the continuing engine of **economic growth** and job creation.

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NARRATIVE EXPERIENCE DESIGN



Consumers are demanding more of and businesses are focusing their efforts on - **creating experiences!** This makes sense considering “experience” is inseparable from the human beings who are going through them, unlike products, which are tangible and distinct from the consumer. The human element is the **single greatest differentiator**, coming into play as empathy, engagement, personalization and ‘immersive-ness’. Many companies are now setting the goal to make the deriving of **experience value** part of their organization’s DNA.



YOU NEED AN EXPERT IN END TO END EXPERIENCE CREATION...

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At The Designer's Creative Studio, we provide innovative, solution-oriented experiences that endear customers to brands through story-driven, emotional connections that last.

- THERON SKEES, OWNER THE
DESIGNER'S CREATIVE STUDIO

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