

## Does your business listen to and act upon your strategy? I mean really...?



“... great practical tools and techniques to help you create strategy, big or small, and engage your people in it.” *Jaguar Land Rover*

## *Learn how to both design and communicate your strategy brilliantly!*

Most strategies – however brilliantly conceived – fall apart. Those that succeed have two things in common. They are co-created by a diverse team, **and** as much energy goes into selling the story as creating it. Both are as important as each other. Without storytelling, strategies fail to engage, and are rarely acted on.

The best story creators in the world are theatre and movie makers. The best story-tellers are stand-up comedians. **Jack Milner** brings together these twin approaches to ensure businesses communicate their complex, challenging and sometimes dry stories with consistency, clarity, confidence and on occasion humour!

Working with Jack, **Charlie Curson** has deployed creative, collaborative approaches to successfully building, planning and communicating growth strategies for some of the world’s most innovative organisations.

Clients include: **VISA, Audi, BP Castrol, O2, Google, Microsoft, Cisco, BBC and National Theatre**

To find out more about Jack and Charlie’s 40+ years combined experience designing and communicating brilliant strategies email [jack@jackmilner.com](mailto:jack@jackmilner.com)! And we promise the LEGO® will all make sense!