



Photo: Q&A after a Storyminers session

Strap Them In *And Push Go*

A future you can experience
beats the spreadsheet you read.

“Your special brand of cutting to the chase was just the wake-up call our audience needed to hear.”

Nancy Butler, Editor in Chief, Sleep Savvy

Putting your employee at the center of the story is the best way to create early alignment, win their support, and get stuff done.

The premise

Leaders, CEOs, and owners about to become architects of their firm's future, \$20 million to \$500 million. Last month they struck out on one of their own best ideas.

FOR

Planning season, strategy offsites, innovation conferences.

NOT FOR

Not a fit if nothing new is planned this year, or if the company is in a rapid slide.

THE PROOF AND TESTIMONIAL

Prototype walked before a dollar of construction



Transitions Optical, 2013–2014

Transitions sold lenses that darken in sunlight, wholesale, as a line on an order form. A store that didn't exist in the industry was designed, and the leadership team walked it before a dollar went into construction.

“Mike and his team helped us create a more personal, interactive optical retail experience—our store of the future.”

Renee Himel, VP Marketing, Transitions Optical

How the hour runs

- 1 Open.** Don't tell somebody what a roller coaster is. Strap them in and push go. Show people a future on paper and they argue about whether it's realistic. Put them inside one and they argue about how to make it work.
- 2 Turn.** The Transitions Optical story. Also, examples of how others built futures for their teams to walk through: chairs on wheels through a drive-through, digital twins, AI visualizations.
- 3 Take action.** How to get started:
 - 1** Pick a future scenario to develop.
 - 2** Ask friendlies.
 - 3** Keep it under wraps until the friendlies have walked it.

What you leave with

- Three steps to get started.
- Confidence to become an architect.
- Knowing how to earn your team's support.

Keynote, 45 to 60 minutes, rebuilt for your audience. **Workshop companion**, 90 minutes to a half day. A planning call first. Every attendee gets a digital copy of the presentation, the worksheets, the questions, and any other session materials. **Watch Mike:** storyminers.com/speaking.

Keynotes start at \$15,000, U.S. travel included.

Check a date

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