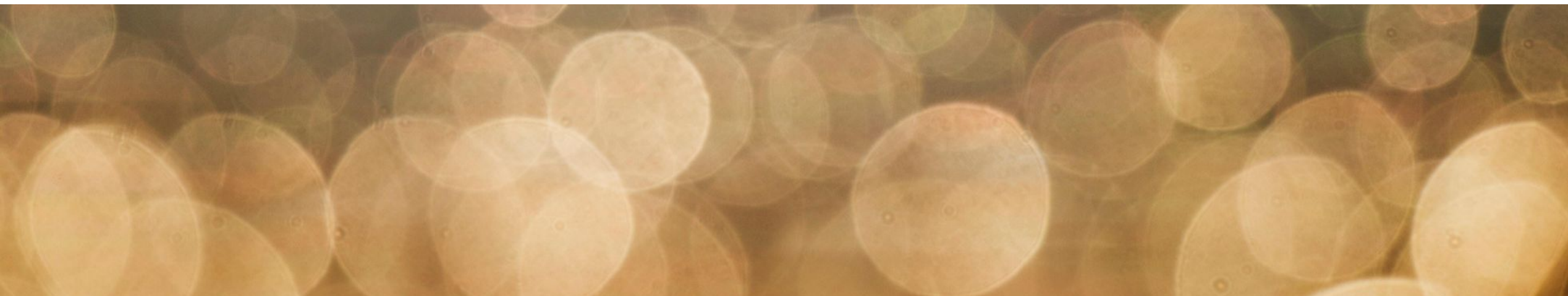




# VIRTUAL FIRST

PROGRAM GUIDE



# THE PANDEMIC IS OVER...WHAT NOW?



## IF YOUR BUSINESS IS LIKE MOST...

you have lost revenue, customers, suppliers and/or employees over the last year. Your balance sheet has become weaker. There is a lot of repair work to be done, and you and your team are the only ones to do it.



## AT THE SAME TIME...

you know that simply recreating your organization to how it used to work won't do. The world has changed, but neither you nor anyone else has ever changed an organization to meet post-pandemic customer, supplier and employee needs.



## VIRTUAL-FIRST

is a workshop that is time-efficient, action-focused and guides you and executive peers through a proven process to develop and pressure-test a plan that transforms your organization to thrive in a changed world.



# VIRTUAL-FIRST

There are two sprints. In the first one, you will take a fresh look at your business and build a plan. In the second, you will implement it.

Grounded in our story-based change management process and a virtual-first mindset, these workshops will help you make the shifts you need to lead your business in the right direction.

Each week, you will get a new challenge, peer feedback, and 1:1 guidance from your Storyminers team to test your plans and make changes with confidence.





# PROGRAM OVERVIEW

## SPRINT ONE

The Virtual-First Accelerator™ is focused on planning and prioritizing. It uses FutureStory™, a certified process that will help you re-imagine your company for a virtual-first world.

## SPRINT TWO

The Virtual-First Implementer™ is where we help you, and your team put your Sprint One Plans into action in a world that works differently.

## WHO

Management team members and leaders in mid-sized businesses who operate at a general management level.

# SPRINT 1, VIRTUAL-FIRST ACCELERATOR WILL TAKE FOUR WEEKS

- **INNOVATE**

You will work with leading **innovation**, change management, and **business strategy** consultants, and a group of peers to develop a plan that will enable you to thrive in a virtual first world.

- **CHALLENGE**

A **fresh challenge each week** will require you to test old assumptions and think about your company, its employees, and customers in new ways.

- **FINE-TUNE**

You will **get objective feedback** on your ideas from your peers and the Virtual-First team. They will help you **fine-tune your thoughts** as you move your company forward on the path to success.

- **PLAN**

You will also receive frameworks, structures, and guidance to help you **develop a robust change management plan** that best suits your company's needs and capabilities.





# INVESTMENT

This program takes serious work, and you can expect serious results.

The cost for Sprint 1 is \$8,000

# READY FOR THE NEXT STEP?

Now that you've read the program guide, take the Virtual-First change assessment.

It will give you a prioritized list of transformation steps (which you will complete in the program). In a follow-on Zoom call, you will get meaningful feedback on your assessment, and we'll answer your questions about the workshop.

## TAKE THE FREE ASSESSMENT

ADD URL IN SHORT FORM HERE.



# WHY VIRTUAL-FIRST?

## STORY-BASED

Our story-based planning process is a form of rapid prototyping that yields actionable and pressure-tested plans. Story-based means that it provides the context and vision you need to ensure your organization follows you on your change journey.

## COLLABORATIVE

Collaboration with peers expands the ideas to explore and provides real-world feedback. 1:1 sessions with the workshop leaders stretch your vision beyond what you know and ensure your plans deliver your goals.

## EFFICIENT

Story-based planning is time-efficient. It is also hard work. We have many years of experience guiding executives like you through this process.

## REPAIR AND RUN

The time-boxed workshop requires that you dedicate ½ to 1 day each week to serious planning work. That allows you to repair and run your business the rest of the time.





# CHRISTOPH KNOESS

Christoph Knoess is the founder and principal of Miami Strategica, a strategy firm specialized on helping clients initiate and sustain transformational change. He learned his craft at Bain & Company, where he spent 6 years in Europe and the US, and at EY, where he was a member of the U.S. Strategic Advisor and Corporate Finance practices and of London-based EY Global. In addition, he has held senior leadership positions with technology companies in Europe and the U.S.

Christoph's work translates the drivers of shareholder-value into management actions related to sales and marketing, operations, M&A, organizational development, and transformational change. Christoph has worked for global organizations, mid-sized companies, and mission-driven organizations. He has studied, lived, held management positions and served clients in Germany, France, the UK and the US.





# IAN MAGRISSO

Ian Magrisso is the founder of Emotive Stories, a brand consultancy. Ian's career has led him from client-side marketing to brand strategist to creative director to film maker. Ian has a knack for framing problems, translating them into compelling stories and then into simple, human and universal brand ideas. Ian brings clarity to companies, their brands and their messaging by turning their strategies into stories that matter, are compelling and emotive and can be easily understood by employees and customers.

Ian has won a CLIO for his work for Motorola, and he has been quoted in the Wall Street Journal and other business media. His clients are from sectors as diverse as the Federal Reserve Bank, P&G, telecom's service providers, and mission-driven not-for-profit organizations.





# MIKE WITTENSTEIN

Mike Wittenstein is the founder of Storyminers, where he has developed a proprietary story-driven process to develop and implement business strategies, define brands, drive organizational change, design customer experiences and develop game plans. Mike started one of the world's first digital agencies (GALILEO), customer experience practices (IBM), and a hybrid strategy/experience/story consultancy. He has advised leaders in specialty retail and healthcare, hospitality, professional services, associations, technology, and other services-based industries on change, digital transformation, design thinking, business storytelling, innovation, employee and customer experience, service design, and strategic communications.

Mike's [client roster](#) includes: AT&T, Adobe, Apple, Chick-fil-A, Delta Airlines, Holiday Inn, IBM, the University of Phoenix, Piedmont Hospital, Transitions Optical, and hundreds of others. Mike brings cross-cultural awareness and the ability to work in four languages – English (fluent), Portuguese (stage-capable), Spanish (conversational), and Russian (basic).





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