

The Storyleaders Program

Crack the culture code



What we know about culture.



88% executives say great company culture is essential

94% executives say strong culture is crucial to ROI

74% executives struggle with getting culture right

At the same time, **85%** employees feel **disconnected** from their work, and from each other.

We saw that companies needed a solution.

Companies typically struggle with 3 main areas:

- Inheriting 'bad' culture
- Keeping their great culture going amid expansion, company transformation, or other factors
- Not knowing where to start with creating strong culture from scratch

The Storyleaders program creates **strong culture** by helping people learn how to transform tactical, transactional interactions into deep and meaningful **connections**.

In the age of remote work, community and connection will be **crucial to a company's success**.

Our program gets to the heart of connection by following a **guided learning process**.

Storyleaders Program

- Focuses on **building trust** between employees and executives
- Follows a **neuroscience-backed, tested process**
- Uses our own platform for **follow up** with each company
- We work with a maximum of 3 companies per year, ensuring **maximum attention** to your company

Our program isn't 'training'.
It's **a new way forward.**

Company stories



By and large, I felt like I knew what I was getting into. I couldn't have been more wrong... This is an experience that has forever changed how I view the world.

Barry Sowerwine

Senior VP of Sales,
Tableau



It had to do with getting everyone to connect and the bottom line will follow... I found it completely different from anything I ever saw.

Dave Pistacchio

President & CEO,
Lightpath



The results we've seen have been rather dramatic and transformational for the company.

Greg Miller

SVP of Sales,
Medicity, Aetna

Authentic
connection
beats out
every other
metric.

Nothing compares to an authentic connection with another human being.

We have lost community in corporate America.

A focus on people working together has been eclipsed by a maniacal focus on outputs, results, and efficiencies. Research tells us that the only metric that matters is our connection with one another. **The strength of that connection is what drives ROI** and what creates and maintains strong **company culture that can withstand any crisis.**

The Storyleaders program brings people together to create thriving work communities.

We take you from 'us vs. them' to 'us'.

Companies should exist for people, for community; that's the only metric that matters.

If we start there we could create cultures around those things. It would force us to shift focus to the things that make us human and to the things that build community – like connection, real relationships, understanding, emotions, trust, individuality, empathy, and deep communication with one another.

— Ben Zoldan,
Founder & CEO,
Storyleaders

Let's Talk.

We'd love to work with you.

Ben Zoldan
Founder & CEO

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