

The Next Narrative

Why Some Businesses Change Lives, And Others Don't

A talk by Guillaume Wiatr, Principal & Founder of MetaHelm

Introduction

Imagine a CEO leaning forward to ask, “What’s our story?”. Is she looking for an anecdote starting with “once upon a time...”? Not quite. She is looking for a life-changing idea that will rule the emotional script inside people’s minds and mobilize them to achieve a critical mission. Guillaume Wiatr calls this idea a strategic narrative. A crisis like the COVID-19 pandemic creates struggle but also some whitespace for entrepreneurial leaders to create the new strategic narratives that will build the future and stimulate new growth. Will you be that leader?

Description

In this talk, Guillaume demonstrates how you can create the next version of your business if you use the fundamental principles of strategic narrative creation. How are narratives different from stories? Why do they matter? Where do we unearth them? Guillaume takes you on an exploration from personal reinvention to the heart of company transformation. He suggests a refreshing perspective weaving business strategy, innovation, creativity, and his journey. You can wait for others to reinvent everything or join this talk to find out how to create the Next Narrative.

What attendees will learn

- Story vs. Narrative: a subtle difference that few understand.
- The new power of narratives.
- How legendary brands flip the script.
- Four stories that turn audiences into participants.
- A system to build the next version of your business.

Themes

Strategy, Innovation, Growth, Leadership

Audience

CEOs, C-suite executives, Business Leaders, Board Members, Entrepreneurs, Founders, Co-founders, Business Owners, Innovators, Startup Creators, Strategists, Investors.

Format

In-person or virtual.

Speaking engagement of 15 to 60 minutes, available in English or French.