



THE C  RE STORY

Purposeful Strategy: Where Smart Meets Heart

A business without a strategy is like a ship without a compass.
But if your best strategies are failing to inspire hearts and minds.

**It's time to try
something new.**

We are The Core Story.
We reveal the heart of
your business to create a
more meaningful future
for everyone.

**Our game-changing approach
transforms your strategy from
a stumbling block into a
growth engine.**

**And we do it through the
power of story.**

Here's how we help you address key challenges to **drive a unifying strategic narrative throughout your organisation:**



"We struggle to excite our team about our strategy."

Through narrative research and interviews, we pinpoint what truly resonates with your stakeholders. Our Discovery Insights and Heart Compass are your guides to inspiring and motivating your team.

"We're not telling our story effectively."

With our insights, we craft your Core Story: a narrative that engages both hearts and minds, generating enthusiasm and instilling a sense of purpose from top-level executives to frontline workers. Our Connecting Stories further animate your strategy, inspiring your teams to embrace and live your strategy every day.

"Our strategy feels too complicated."

Together, we'll distil it into a clear Strategy on a Page. This snapshot emphasises core ideas, fostering understanding and sparking meaningful conversations.

"Amidst the hustle, how can we maintain enthusiasm?"

We upskill your leaders to champion your strategy authentically. By leveraging story-driven methods, we cultivate a collaborative culture, setting the stage for enduring change.

“The Core Story act as a partner from end to end - from strategy definition to engagement and execution.”

Global FMCG Organisation

“It was eye opening. We were originally thinking in terms of a strategy around growth, innovation, productivity and also of course around people. But working with The Core Story took us on a journey that went a lot deeper and helped us identify what we're really trying to do.”

Global Pharmaceutical Company





**“Your Core Story is
the invisible thread that
connects everyone, shaping
a collective identity and
sense of purpose.”**

Padraig Hyland, CEO and founder of The Core Story

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"The Core Story enabled us to take months of in-depth strategic thinking and distil that down into a concise, relatable, easily understood narrative that works for customers, colleagues and stakeholders."

Financial Institution

Trusted Clients

accenture

Allianz 

Deloitte.



RGA[®]

illumina[®]



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thecorestory.com

Our team

With a deep awareness of how stories shape culture, our eclectic team of strategists, narrative coaches, business experts and performing artists **leverage their diverse backgrounds to offer fresh, informed perspectives.**

Engage with Heart

Grounded in research. Powered by story.
Owned by your people.

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