

Ready, Set, Engage!

Your people come to work yearning to contribute to a greater purpose. Yet despite this willingness, low employee engagement is draining \$8.8 trillion from the global economy. That's 9% of the global GDP. The way we engage isn't working.

Source: Gallup's State of the World Report 2023

“77%

Of employees worldwide are still waiting for a reason to do more than just show up. ”

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 engagement from a
problem to a force that drives
your strategy and culture.
And we do it through the
power of story.**

Here's how we tackle the most common **engagement challenges** that global clients face:



“Our strategy isn’t making sense to our people.”

We develop a heart strategy to infuse a deeper meaning into your smart strategy, bringing it alive for everyone, everyday.

“Our purpose isn’t resonating.”

We uncover your core story, a narrative that reflects the heart and soul of your organisation, so that everyone gets who you are and what you stand for.

“Our leaders lack the skills to unite, inspire, and influence change.”

We help your leaders discover their authentic voice, unleash their storytelling skills, and convey their vision, generating trust and buy-in.

“Our culture is not inspiring.”

We help you nurture a culture that is purpose led and encourages teamwork. This results in a workplace where people feel heard, take ownership, and initiate action.

**“The Core Story act as a partner from end to end -
from strategy definition to engagement and
execution - not just the last stage of the storytelling.”**

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



It doesn't matter where
you begin your journey,
the goal is always
the same:

**To empower your people to see
themselves as active contributors
to your organisation's narrative,
shaping its collective future.**



**“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

When to bring us in



Start with us

Our inside-out, bottom-up approach of deep listening reveals what your people care about, laying the groundwork for a well-informed approach to an engagement plan that actually works.

Include us in upskilling your leaders

We'll help your leaders connect authentically to your engagement strategy, role modelling this throughout the organisation.

Involve us during programme creation

We work alongside your team as they evolve their engagement strategy to make it comprehensible and relatable to all stakeholders.

Involve us during rollout & execution

Our focus on authentic storytelling helps your people connect with each other on a profound level, driving a culture of engagement from a place of shared vision.

THE C  RE STORY

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

Financial Institution

Strategic Partnerships

accenture

Allianz 

Deloitte.



RGA®

illumina®



 HEINEKEN

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.

THE C  RE STORY

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