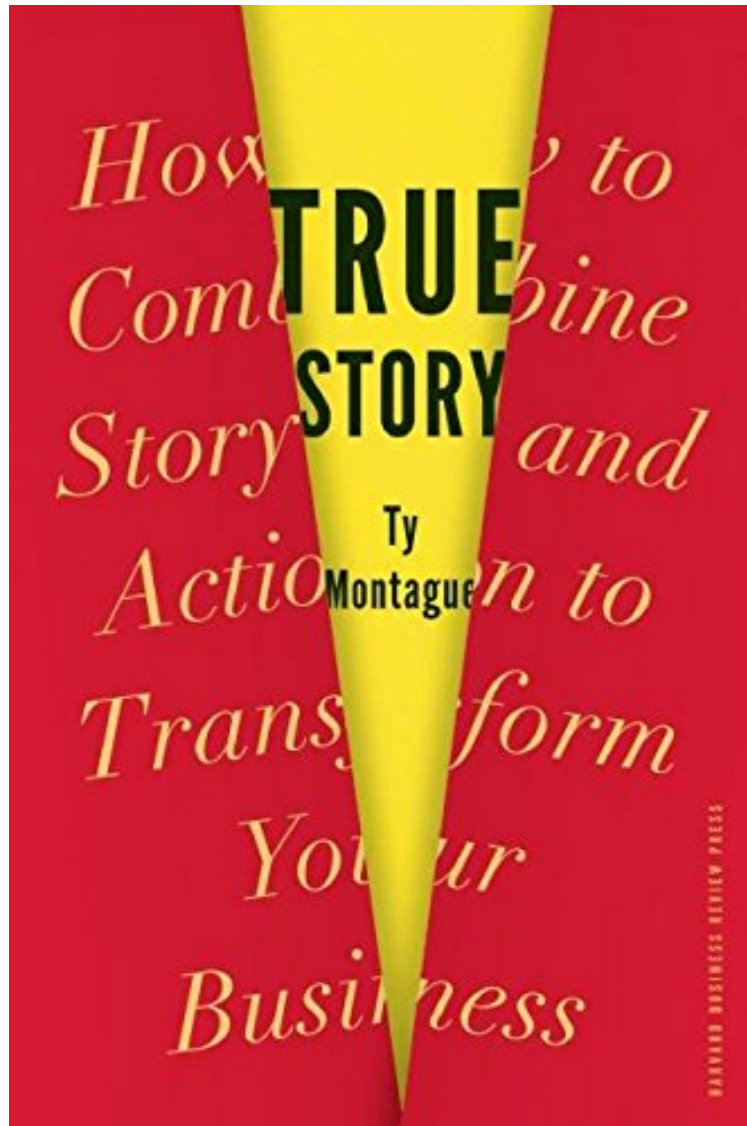


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## True Story: How to Combine Story and Action to Transform Your Business

*Ty Montague*

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**Ty Montague : True Story: How to Combine Story and Action to Transform Your Business** before purchasing it in order to gage whether or not it would be worth my time, and all praised True Story: How to Combine Story and Action to Transform Your Business:

3 of 3 people found the following review helpful. Break Thru the ClutterBy Robert Ellis re@elliscpa.usI have only read the introduction and part of the first chapter. But I had learned so much I simply had to stop reading and assimilate for awhile. For me this is a revelation. My business is unique in that our target is CEO's and business

owners. These guys don't spend much time on twitter or facebook nor do they seek advice from search engines when seeking new relationships with consulting firms. I have been trying to figure out a way to plant ourselves firmly in their psyche for a long time. None of the 'hot stuff' in marketing and advertising did us any good. Plus we don't have millions to invest in advertising, so the "old stuff" did us no good either. But I always knew I was missing something because others did it. My only hope was the answer didn't turn out to be pure luck. This book finally hits the nail on the head. Luck may still play a role, but story will get us much further along the path than we are now. IF this book doesn't degenerate into the generic 'filler' formula for the rest of the book, it could well turn into a classic. Even if it fails to keep up its heady pace, the first few pages is worth the cost of admission. If you went to a marketing consultant, you could bankrupt yourself before you heard anything this good. I know. I've test driven that approach for years.

6 of 7 people found the following review helpful. How to connect with customers by living out a compelling story  
 By John Gibbs  
 People are no longer interested in just hearing your story; they want to see you living out your story, according to Ty Montague in this book. People are not interested in buying products; they want to take actions that advance their own metastory. Social media and the rise of the networked world have created opportunities for companies to become much more efficient, not by communicating differently, but by actually behaving differently--taking innovative action that tells a clear story and letting the network spread that story. So, how do you go about "storydoing" rather than just "storytelling"? Red Bull is an example of a company that replaces storytelling (traditional advertising) with storydoing, demonstrating the Red Bull ethos by staging and sponsoring a range of sporting and high-adrenaline events. According to the author, there are four key truths that need to be explored and understood to determine your organisation's metastory which you then need to live out by storydoing:

- \* The truth about the participants: what their stories are, and how the organisation's story interacts with theirs
- \* The truth about the protagonist: the organisation's current strengths and weaknesses, opportunities and challenges
- \* The truth about the stage: the broader economic, cultural, technological and competitive context in which the organisation operates
- \* The truth about the quest: the aspirational mission of your organisation, apart from making money

Is this book useful for all organisations, or is it just useful for a few that follow a particular philosophy? It seems to me that plenty of organisations get by without telling or living out an interesting or coherent story. Nonetheless, in a world in which sustainable competitive advantage is increasingly elusive, the path advocated by the author seems to offer genuine opportunities.

0 of 0 people found the following review helpful. A primer to how culture strategy and positioning come together.  
 By Stu the Honest Review Guy  
 This is a very thoughtful piece and has a lot more deeper thinking in it than I originally expected when I first picked it up. I wasn't sure if I was going to find a book about writing mission statements. This turned out to be a lot more. Ty has really thought about this space and he understands the implications deeply. It's a great read and very helpful

Is your company a storyteller or a storydoer? The old way to market a business was storytelling. But in today's world, simply communicating your brand's story in the hope that customers will listen is no longer enough. Instead, your authentic brand must be evident in every action the organization undertakes. Today's most successful businesses are storydoers. These companies create products and services that, from the very beginning, are manifestations of an authentic and meaningful story—one told primarily through action, not advertising. In True Story, creative executive Ty Montague argues that any business, regardless of size or industry, can embrace the principles of storydoing. Indeed, our best-run companies—from small start-ups to global conglomerates—organize around a coherent narrative that is then broadcast through every action they take (from product design to customer service to marketing). Montague shows why storydoing firms are nimble, more adaptive to change, and more efficiently run businesses.

Montague is a founder of the growth consultancy co:collective and the former president and CCO of J. Walter Thompson, the largest advertising agency in North America. He brings his depth of creative business experience to the book and provides a clear framework and proven process for bringing you and your customers together in the creation of your brand story. Montague introduces five critical elements—what he calls the "four truths and the action map"—that are the foundation of storydoing:

- the participants (your customers, partners, and employees)
- the protagonist (your company today)
- the stage (the world around your business)
- the quest (your driving ambition and contribution to the world)
- your action map (the actions that will make your story real for participants)

The book is filled with examples of how forward-thinking organizations—including Red Bull, Shaklee, Grind, TOMS Shoes, and News Corporation—are effectively using storydoing to transform their organizations and drive extraordinary results.