

Take part in the 2012 Olympiad A Global Competition to Create the Future

Revitalising Corporate Culture through the Storytellers' Olympiad

As part of the cultural activities surrounding the Olympics in London 2012, **THE COMPANY OF COMMON SENSE** will hold a **Storytellers' Olympiad**. The Storytellers Olympiad will bring storytellers from across the world to compete for the title of **Storytelling Champion of the World**. This competition will require national storytelling champions to deliver the performance of a lifetime on a truly global stage. This will raise the awareness of the need for focussed, thoughtful and timely action in the face of the urgent, global question of sustainability.

Corporate Storytelling Olympiad

For the business community, a specifically tailored competition provides the opportunity for you to **revitalise your organisational culture** on the basis of a **unified, dynamic and resilient vision of your future** developed in response to the issues raised in the your own story-building process.

Your revitalised culture will significantly **enhance the engagement** of your employees, and improved engagement has a direct effect on **building effectiveness, efficiency and productivity at all levels**.

As a participating organisation you will be invited and coached to develop your own story of **who you wish to be and how you wish to be perceived at the time of subsequent Olympic Games** – in 2016 and 2020 – through an internal competition. Your story will need to take into account the social and economic changes expected during this time, as well as demonstrate its meaning and relevance to the larger community, of which your company is a part.

The organisational storytelling program provided by The Company of Common Sense will ensure that **every member of your organisation is inspired to contribute** and thereby improve their engagement, motivation and loyalty to realise the unified vision embedded in the story. At the end of the competition, the resulting bespoke creative narrative will have ongoing marketing value for all areas of the business.

Local / national competitions will be held. The **winning companies from each country will be represented in the finals** to be held in London during the 2012 Games.



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THE
STORYTELLERS'
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