


A woman with long brown hair, smiling and looking to the side, with a warm orange glow over the image.

## MIKE WITTENSTEIN

Expert at turning strategies into business stories that help leaders win adoption for their boldest plans. He knows why people fight change—and how to get them to want to join in.

Mike uses stories to get everyone on the same page. He creates a secure zone where innovative thinking thrives. The results? Decreased resistance and infighting, increased cooperation, and more time to create value for customers.

# TURNING STRATEGIES INTO STORIES

A portrait of Mike Wittenstein, a middle-aged man with grey hair, smiling, wearing a dark suit and white shirt, with a city skyline in the background.

### STRATEGIC STORIES HELP BIG-CHANGE PROJECTS GET DONE ON-TIME, ON-BUDGET, AND ON-BRAND.

Change is everywhere, and stories reduce risk. It's hard for leaders to delegate first-of-a-kind work (and most work these days is first-of-a-kind). Carefully crafted and customized stories make it easier to lead and more natural to correct course on the fly. Stories also empower front-line employees to do the right thing even before the process handbook is ready.

Mike authored the story-based, market-proven methods employed at Transitions Optical to develop their store of the future concept. Storyminers delivered crystal clear intent to the leadership, which earned significant adoption pre-opening. Because story prototypes are so creative and wickedly fast, the project wrapped up in record time. It introduced new revenue streams and raised revenue projections by over 30%.



## STATISTICS

CSP, DTM, MBA, CCXP, CMC

\$2 billion in earned value  
for clients

800+ Clients

100+ Cities

24+ Countries

1M+ Social reach

4 Languages English (native),  
Portuguese (fluent), Spanish  
(conversational), Russian (basic)

5 Innovation-focused consulting  
leadership roles



## SIGNATURE PRESENTATIONS

Virtual, live session, in-person, recorded

### Strategy as Story

Opens people's minds to the power of story as an alignment tool to advance operations, cultures, experiences, and business outcomes in unison

### Future Story

Offers real-world examples of companies that designed their futures with intention and detail, hence avoiding confusion and failure on launch

### The World's Best Customer Experiences

Reveals specific designs and implementation patterns from successful experiments around the world, which participants can adapt to their efforts

## ALL IN ONE

NEW FOR 2020/2021

Mike will study your business, meet your leadership team, follow-up with 1:1 interviews, shop your business/competitors, then present specific directional suggestions so that your teams can anticipate what's next and know what to do

## POPULAR ENGAGEMENTS + WORKSHOPS

### Story Workout™

Walk in with a fuzzy idea; walk out with a measurably better way to express it

### Sounding Board™

In weeks (not months) get an easy-to-share directional strategy so you can communicate simply, accelerate alignment, seize opportunities, and achieve resonance with your teams and investors

### Virtual-First™

Introduces and institutes valuable perspectives and tools to make sure you adapt strategically during the pandemic so that you can emerge stronger on the other side

