

## LEADER'S DIGEST



*“The secret lies in understanding we cannot change people’s minds. But we can **influence** their behaviour when we learn how the mind works.”*

**Zoe Chance**

### THE POWER OF STORIES

*“Customers buy your products after seeing, reading, or hearing words that make them want to engage with your brand”, said Donald Miller, an author and CEO of [StoryBrand](#), last year on our stage. He highlighted that unless a company is able to communicate its message in under eight seconds, it is not going to make money.*

An effective way to communicate a message is in the form of a story. Miller’s storytelling framework guides us through a simple journey, which can be broken down to six aspects:

- A **character** (your customer and their need)
- ... **with a problem** (the problem your customer has)
- ... **meets a guide** (your company: the one who helps the customer to win)
- ... **who gives them a plan** (the plan you give the customer to help them solve the problem)
- ... **and calls them to action** (A call-to-action (CTA) that engages the customer to solve the problem)
- ... **that results in success or failure** (the issue or thing that is won or lost).

[You can dive deeper into Miller’s ideas on our blog.](#)

READ THE ARTICLE

### SEE, THINK, DO, CARE

Digital marketer and author, **Avinash Kaushik**, feels that marketing has become overly superficial. He has therefore created an *intent-centric framework* built around four clusters of intent to guide marketing choices. *“The big shift here is rather than looking company out, you turn around and look customer in.”*

Kaushik presented his framework at our event in Stockholm in 2019, and [you can now watch the keynote for free](#) (available until 8 January 2021).



WATCH THE SPEECH

### LATEST ARTICLES BY

#### NORDIC Business Report



An article reviewing what happened in the world during the month of November.



An article explaining Brian Halligan’s ideas on the marketing flywheel replacing the funnel.

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### FREE WEBINAR WITH PETER HINSSEN

How can your company reinvent itself time after time?

On 9 December, [Peter Hinssen](#), a serial entrepreneur and bestselling author, will provide his insights on the question during our free webinar.

His keynote will focus on the Phoenix - those companies that are able to rethink themselves in cycles. Hinssen will zoom in on what you need to do in order to innovate, and also on how you can make innovation a reality in your organization.

[You can sign up for the free webinar here.](#)

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### WHAT INSPIRES US

A few weeks ago, we saw a new podcast popping up with the title *“Bill Gates and Rashida Jones Ask Big Questions”*.

In the podcast, Gates and Jones tackle global issues (that also business leaders should be aware of) in an inspiring way. Last week, they discussed untruths, lies, and conspiracy theories with the historian and NBForum 2021 speaker **Yuval Noah Harari**.

It was an intriguing discussion, so we wanted to share it with you too! [Listen here.](#)



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