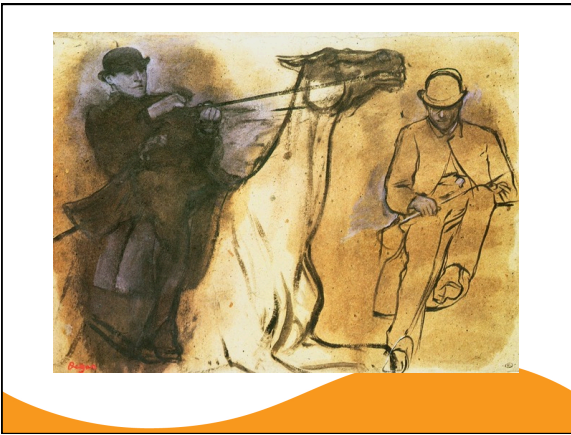


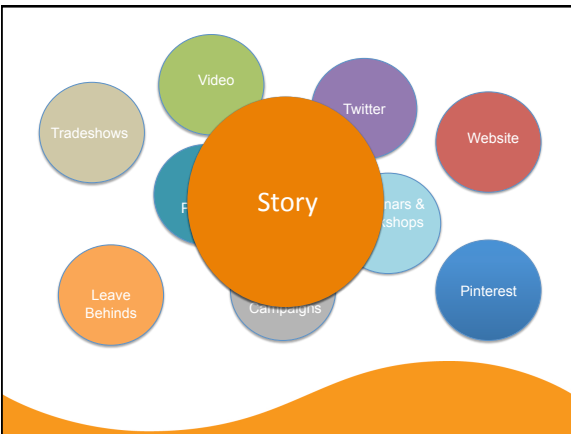


STORY + STRATEGY = SALES

Build a Venue Brand that Builds Your Business


 **ALLEGORY STUDIOS**
*from archetype to brand story
a creative adventure*

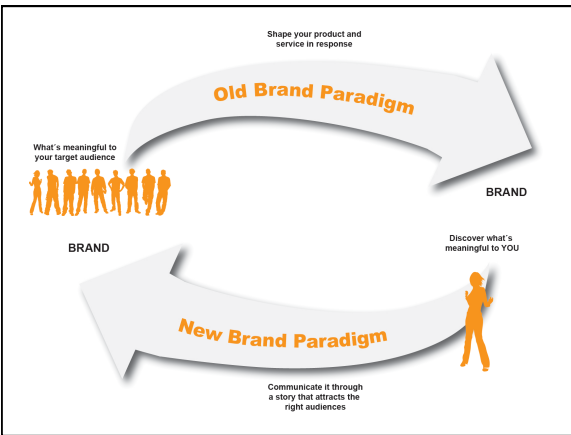





SIMPLE TRUTH:
brands, companies and organizations are held together
and made stronger by stories.

BIGGER TRUTH:
you can't make a meaningful story appear out of thin air.





athletic wear

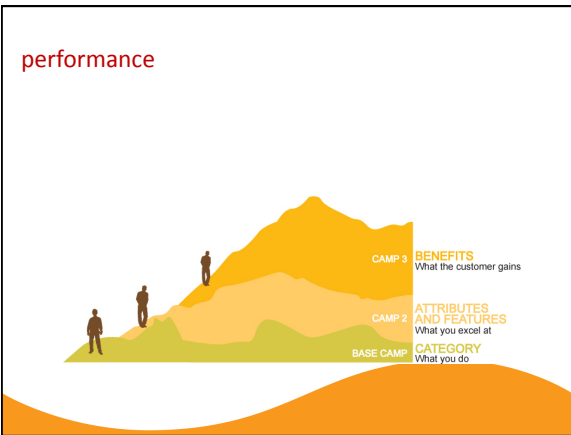


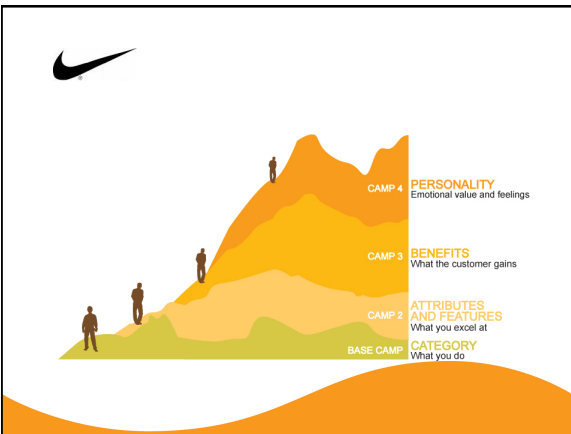
BASE CAMP CATEGORY
What you do

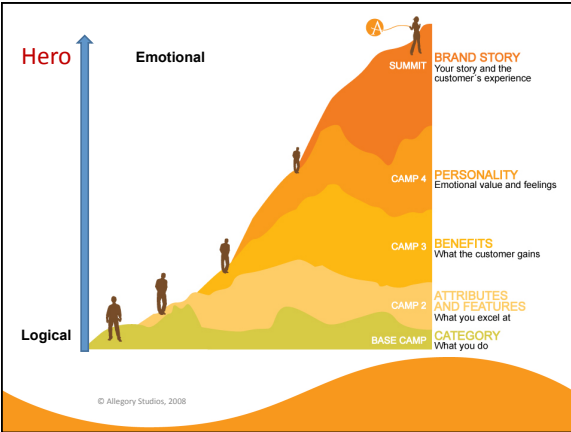
shoes, clothes, hats, leather, lace

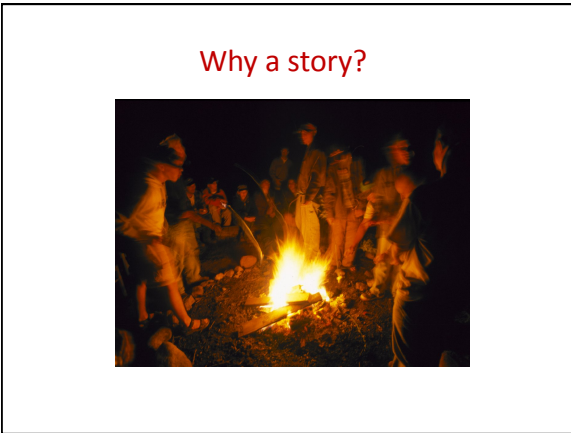


performance











Your Turn!
TELL TWO STORIES FROM YOUR VENUE



Archetypes...
and the Swiss psychiatrist who started it all.

"Your vision will become clear only when you can look into your own heart. Who looks outside, dreams; who looks inside, awakes."
— Carl Jung






"Archetypes..."

provide the deep structure for human motivation and meaning. When we encounter them in art, literature, sacred texts, advertising—or in individuals or groups—they evoke deep feeling within us."


— Carol Pearson, *The Hero Within*

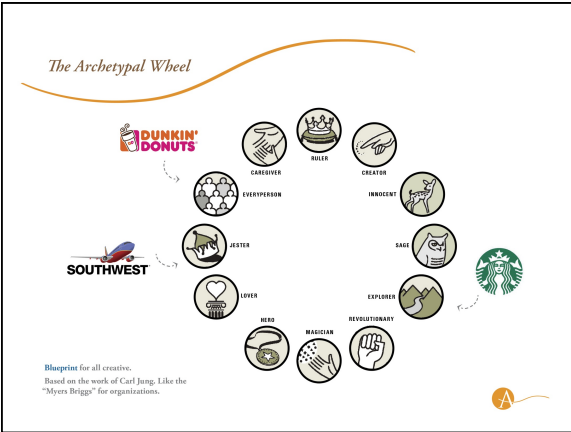


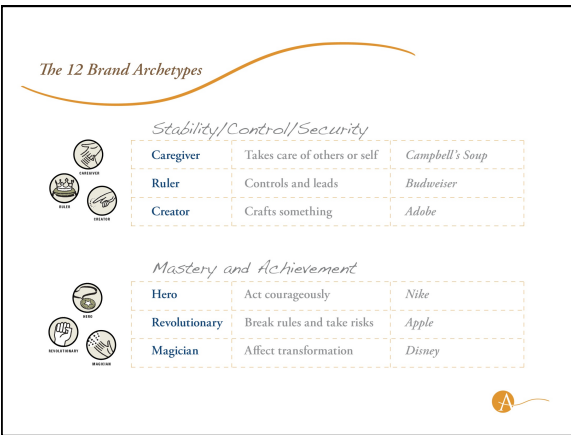


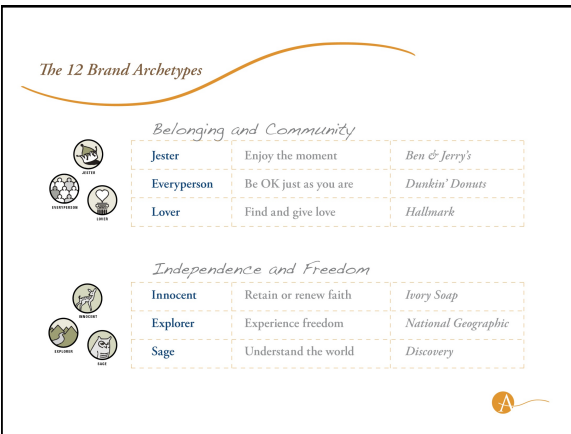
Magician Jester Every-person Sage Outlaw/Lover Caregiver Lover

Innocent Outlaw/Lover Hero Hero Caregiver Explorer










The KCI Reports

The Kenexa Culture Insight (KCI) Reports

- o Ground-breaking, scientifically – validated
- o Similar to a “Myers-Briggs”
- o Measures an organization’s culture **in terms of archetypes** — the organization’s stories, symbols, patterns, and themes.



MINI CULTURE AUDIT

Please answer the questions on the back of this sheet by selecting your three top answers for each and placing check marks in the scoring grid below. Total your score by adding the checks in each column, and then write the letters of the three highest results in the spaces provided.

question	A	B	C	D	E	F	G	H	I	J	K	L	TOP 3 RESULTS		
<i>Example</i>		✓	✓									✓	1	2	3
1															
2															
3															
4															
5															
6															
7															
8															
9															
10															
TOTAL															




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BELIEF STATEMENTS



At Allegory Studios, we believe...

You can't make a meaningful story appear out of thin air.




At DSC, we believe...

Perseverance means running up mountains in high heels.



At Old O'Brien Inn, we believe...

Lobster should be on the menu at least once in a lifetime.



Your Turn! Use your Stories...

WRITE TWO BELIEF STATEMENTS

