

THE 'ICEBERG APPROACH'



WORKSHOPS

LEADERSHIP

Uncover Your Unique Value Proposition

INTERNAL CULTURE

Coming Together in Common Purpose and Values

CUSTOMER FOCUS

Stories that Transform the Buyer



INTENTION

CREATIVITY

“Every block of stone has a statue inside it and it is the task of the sculptor to discover it” - Michaelangelo

THE 'PIXAR PITCH' STORY TEMPLATE



Once upon a time

Every Day ...

And Every Day

But One Day ...

Because of That

And Because of That ...

Until Finally ...

THE 'PIXAR PITCH' TEMPLATE



Protagonist: Who is the Story About?

What's their Situation?

What's their Challenge/ Obstacle?

The 'Inciting Incident'

Rising Tension: What Could Happen?

You Come in to Solve the Problem

Resolution ... and Transformation

LEADERSHIP

An iceberg graphic is positioned on the left side of the slide. The tip of the iceberg, which is above the water line, is dark blue and has a jagged, crystalline shape. The submerged part of the iceberg, which is much larger and below the water line, is a lighter, medium blue color. The background of the slide is divided into three horizontal bands of different shades of blue: a light blue band at the top, a medium blue band in the middle, and a dark blue band at the bottom. The text is placed within these bands, with the top two bands containing dark blue text and the bottom band containing light blue text.

Individual Creativity

Writing the Story, until ...

The Story Tells You Where it Wants to Go

INTERNAL CULTURE

An iceberg graphic is positioned on the left side of the slide. The tip of the iceberg, which is above the water line, is a dark blue triangle. The submerged part of the iceberg, which is much larger, is a light blue shape with a jagged, irregular outline. The background of the slide is divided into horizontal bands of different shades of blue, from lightest at the top to darkest at the bottom, representing the water levels.

Collaborative Creativity

Putting the Story on its Feet

The Whole Becomes Greater

Than the Sum of its Parts

CUSTOMER FOCUS


Exchange of Creativity

Sharing the Story with the Audience

They Tell You the Story They're Hearing

The Story is Completed

THE 'ICEBERG APPROACH'

A stylized iceberg graphic with a small peak above a light blue horizontal band and a large, dark blue submerged portion below it. The text is overlaid on the submerged portion.

STORY ARCS: based on client 'success stories' to guide mission and values into unique value propositions

COLLABORATIONS: team, coached collaboratively, from 'page to stage' in presenting or pitching to internal or external customers

CUSTOMER BUY-IN: practical tools to 'read', connect with and adapt to your internal or external audiences

THE 'ICEBERG APPROACH'

A stylized iceberg graphic with a small peak above a light blue water line and a large, dark blue submerged portion below. The text is arranged in horizontal bands across the water level.

START WITH 'DISC' ASSESSMENTS AND GROUP DEBRIEF

TEAM WORKSHOPS: INDIVIDUAL STORY-CRAFTING & SHARING

GROUP WORK: PUTTING STORIES ON THEIR FEET, COLLABORATIVELY

AUDIENCE 'PLAYBACK' & FEEDBACK: TOOLS TO READ THE 'BUYER'

CUSTOMERS & FEEDBACK

“Theatre of Commerce took an ordinary customer success story and reforged it into a tool for self-reflection, insight and improved relationships”.



“Quite simply, the best teamworking and team-building exercise we’ve ever done”.

“We appreciated the originality of the session/ workshop as it was outside the box yet it focused on our work-related strengths and competencies: we found out that we are quite the creative bunch and we need to focus on that more!”

Immigration and Refugee Board of Canada, Executive Office Strategy Days, April 2018



Government
of Canada



CUSTOMERS & FEEDBACK



19 FUTURE LEADERS REFLECT THEIR YEAR'S 'SUMMARY OF LEARNINGS' TO SENIOR MANAGEMENT, IN THE FORM OF FOUR GROUP 'SCENARIOS'

In probing questions of how the company could improve its culture, develop new ideas and stay true to its purpose the senior executives' panel declared themselves 'blown away' by the authority of the participants and their passion for innovation, saying:

“Our future leaders were able to work together in a way none of them had ever experienced. They developed self-confidence and learned how to make others feel confident, collaborating in their shared goals.

“A global engineering company whose future leaders can engage with inspiration is in a very much stronger position than one with leaders who can only deal in transaction”.

THEATRE OF COMMERCE



'ICEBERG APPROACH' WORKSHOPS

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