

“Real” World

**The Hero's
Journey -
Getting
corporates
to listen**

Corporate World

The corporate audience needs our creative message.

One of our biggest strengths is our absolute conviction in the quality and importance of creative methods in solving the world's problems. This is of course one of our biggest liabilities too!

This paper addresses the creatives who want to work in corporate.

They have ways of working which can be foreign to us. When we are flexible and creative in the ways we communicate our information, we make more progress. We get through to more people.

And if we can get flexible about how we deliver that message, then we can deliver on our own life goals too.





