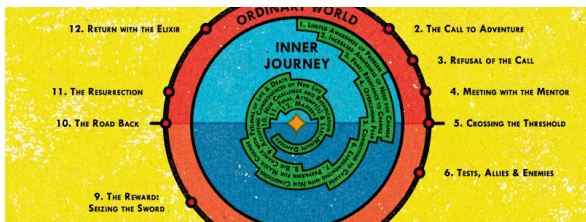


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How to use the world's oldest and greatest storytelling template to sell your brand's story.

Jon Itkin  
Director of Strategy



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Including some delightful templates which you're welcome and encouraged to steal.

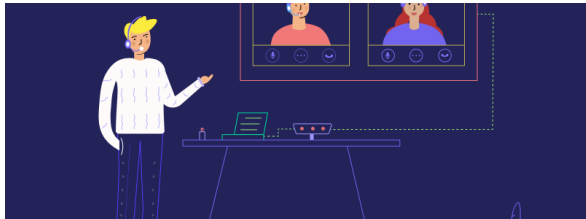
Steve Bryant  
Head of Content



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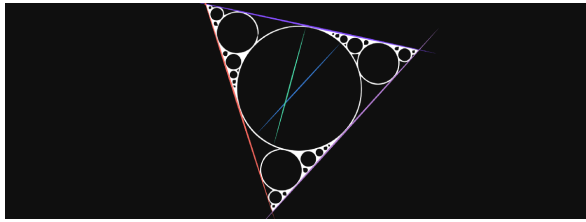
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Stop controlling, start creating

Why it's more important to focus on efforts rather than results.

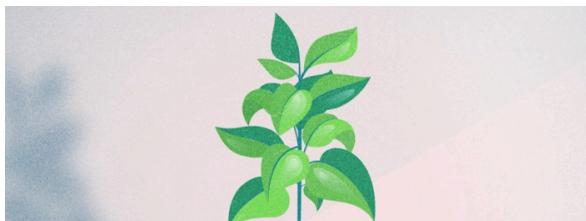
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Caring for office plants and office people

A practical guide for keeping everybody alive.

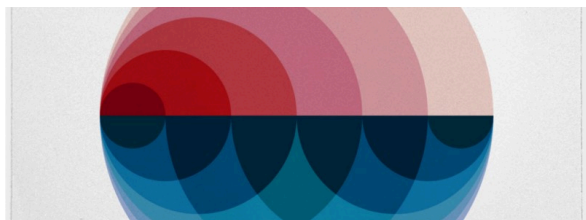
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Senior Content Strategist



Arenas, blind spots, facades, and the unknown

Creatively solving problems in the face of uncertainty.

Steve Bryant  
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You should verb your job title

The benefit of separating yourself from your 9-to-5 label.

Carlie Fishgold  
Strategist



You are not trying to be liked. You are trying to be judged.

Hey, you with the creativity: don't mistake your purpose.

Steve Bryant  
Head of Content



We're good at guessing, but for you we don't guess

Why great products are built, not debuted.

Steve Bryant  
Head of Content



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