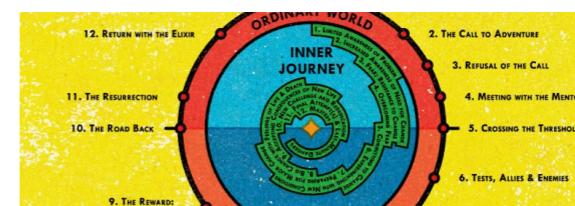


Your sales deck should be a hero's journey

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

Jon Itkin
Director of Strategy**Who shot ya? A better post-mortem for agencies (or any business, really)**

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

Steve Bryant
Head of Content**Hard truth: conference calls suck because you're lazy**

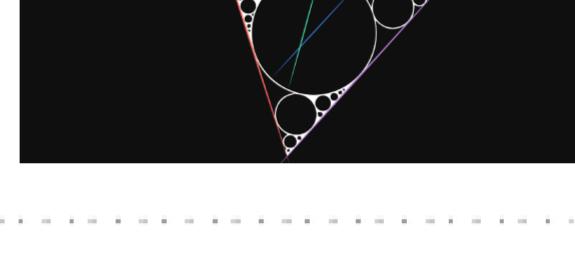
It's not the tech, friend. Here's how to create a better and more inclusive call for everyone.

Rae Paoletta
Senior Content Strategist**How kick lines become pride parades**

The enduring strategy of movement, 50 years after Stonewall.

Carlie Fishgold
Strategist**Stop controlling, start creating**

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

Steve Bryant
Head of Content**Caring for office plants and office people**

A practical guide for keeping everybody alive.

Rae Paoletta
Senior Content Strategist**Arenas, blind spots, facades, and the unknown**

Creatively solving problems in the face of uncertainty.

Steve Bryant
Head of Content**You should verb your job title**

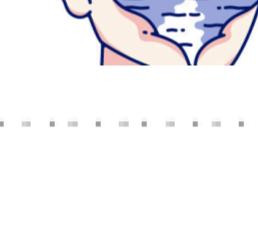
The benefit of separating yourself from your 9-to-5 label.

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

◀ 1 • 2 • 3 • 4 ▶

Finally, a reason to check your email.

Thousands of marketers and creatives are already subscribed to Human Conditions, our semi-regular newsletter that helps radically curious humans navigate uncertainty, seek the most interesting challenges, and make better creative decisions in marketing and beyond.

Email address

Send me the good stuff

Human Conditions

A newsletter by your friends at Article Group