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Andrew Russell is a storyteller who works regularly with corporations, non-profits, and groups of individuals aiming to have an impact on communities, customers, and stakeholders. Through interactive workshops, leadership training, and executive coaching, all of Andrew's work is grounded in the belief that when we approach communications and leadership through human connection, story becomes strategy.

Story as Strategy is an approach that applies the structure of a story to solve business needs, and to make those involved feel more human along the way. To help companies and employees more effectively communicate, lead, and connect, Andrew is capable of producing a range of offerings which include (with additional professional artists and storytellers, as needed):

INTERACTIVE WORKSHOPS

Interactive performances and employee engagement experiences rooted in empathy and authenticity to breathe life into business lessons with humanity and heart.

LEADERSHIP TRAINING

Curriculum/training to help leaders embrace change, share the company story, navigate conflict, handle culture shifts and more.

EXECUTIVE COACHING

One on one coaching with leaders to go from owning their human story - to sharing it with an approach that builds trust, increases effectiveness, and inspires big thinking.

Through these offerings - and all of the other ways Andrew can help solve business challenges - participants learn to prioritize their humanity. Story as Strategy creates a safe way in the workplace for empathy, emotion, and humanity to be explored. Out of this a wide variety of applications can occur - strategic planning, new campaigns, leadership transition, and the list goes on.



Andrew Russell was VP of Creative Storytelling with Edelman for four years, where he applied his unique approach of Story as Strategy in many different ways that impacted culture, strategy, and business with companies and organizations such as Samsung, REI, Starbucks, Vulcan, AstraZeneca, Taco Bell, Dignity Health, Kaiser Permanente, BECU, International Federation of Accountants, Ballet Hispanico, Earth Day, KEXP, reThink Wood, Seattle Interactive, Fred Hutch, Washington State University, as well as extensive work with Microsoft.

Thanks to training thousands of participants, he's fine-tuned a model of teaching, coaching, and facilitating that sits comfortably within the corporate sector while also pushing boundaries so all participating can grow personally and professionally.

Whether he's working one on one, leading a group of twenty in a day-long session with a co-teacher, or organizing an annual offsite for five hundred people, the approach is the same - how can story bring us closer together so that we can feel more alive, connected, and productive.

In addition to his work within the corporate sector, Andrew is a writer and director with a focus on creating musicals about Americans who have changed the world. From America's first trans mayor to Big Freedia to whistleblowers and more. He has served as a creative consultant for Universal Studios, was Tony Kushner's assistant, and was the Producing Artistic Director of the Tony Award-winning Intiman Theatre from 2011-2017.

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