

## **Strategy: The Story is More Powerful than the Brand**

Storytelling. If we could take a look at your genetic pattern and my genetic pattern, storytelling isn't cool. Storytelling isn't fun. Storytelling isn't just provocative, it's in our genes. We translate, without even knowing it, everything into a story. Now I want to make a very specific point, two specific points, two punchy, I hope, points. And point number one is, the story is more powerful than the brand. Now the real way of saying that is, the brand *is* the story.

But if you want to think of things in terms of order, think story first, brand second. And being able to translate anything you do into a short, punchy story, preferably 30 seconds long, never more than minute or two long, is absolutely essential.

Here's the second one: story is more powerful than the brand, comma, best story wins. I am—simply, unabashedly, out loud, screaming, and shouting—saying, focus on the quality of your storytelling. Turn that complex idea into storytelling. And if you don't believe me, talk to an effective trial lawyer, even if she or he works on complex commercial cases.