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Index

3M 94, 124-125, 134-137

A

Acid Test 218
 Adversary 39,41,51,65,90
 Advertising 8, 173, 231
 Ambassador 63, 107, 132, 177, 225
 Anchor 132, 224, 229
 A. P. Moller-Maersk Group 83-85
 Apple 64, 84-85, 91, 168-170
 Argument 52
 – Emotional 21, 153, 206, 209, 229, 242
 – Rational 21, 206, 209, 217, 229, 242

B

Basic data 70, 76, 78
 – As a Branding Concept 50, 54
 – As a Management Tool 132-133
 – As a Strategic Tool 62, 68
 – As a Communication Tool 52, 54-55, 104, 224
 – External 70, 76, 78, 81
 – In Business Context 50
 – Interactive 198
 – Internal 70, 76, 78, 81
 Behaviour 10-11, 229

Benefactor 39-40, 90
 Beneficiary 40, 90
 Blair Witch Project, The 240-242
 BoConcept 179-181
 Bottom-Up 229
 Box Thinking 224-225, 228
 Brand 10, 20-24, 51, 56, 81, 185-186, 188, 227, 242
 – Building 20
 – Communication 51
 – Community 188
 – Strategy 51
 – Values 68
 Brand Tree 56
 Branding 22-23
 Branding Tool 17, 34
 Branson, Richard 93-94, 125, 148, 209-211
 Burger King 75-75

C

Calvin Klein 194-197
 Carlsberg 97-100
 Cast of Characters 39, 46, 92
 – Classical 40, 89
 CEO 108, 147-149, 151
 Change 11, 35, 137, 151
 Chaos 38, 87
 Characteristics 94
 Climax 45-46
 Coca-Cola Company, The 72-75
 Cohiba 113-114
 Coloplast 218-221
 Comwell 107-108
 Core Story 8-10, 50-51, 55, 68, 71, 78,

95, 104, 229
 Corporate Brand 51-52, 54, 58, 70, 80, 164, 190
 Corporate Values 133
 Commercial 164
 - Serials 164-165
 Communication 8, 80, 95, 226
 - Extern 55, 57, 63, 83, 104, 231-232
 - Intern 55, 57, 82, 104, 147
 - Top-Down Approach 226
 Company's Culture 8-11, 68
 - Visible 8-9, 51
 Company's Infrastructure 23
 Conflict 34-37, 41, 45-46, 84-85
 Credibility 122, 188, 218
 Crisis 106, 109, 111-112
 Cultural Process 229
 Culture 8, 11, 76, 106, 242
 Customer's Loyalty 23, 89, 118

D

D'Angleterre 119-120
 Dialogue 9, 123, 186, 218
 Dividing Walls 224-225, 243
 DNA 9
 Domino's Pizza 16-17, 35
 Dream 81-82, 87-90, 111

E

Ecco 120-121, 150
 Emotions 22-23, 50
 Escalation of Conflict 45

F

Fade Out 45-46
 Failure 77
 Fairytale 36, 39, 64, 96, 224
 Figurehead 228
 Fixed Structure 39
 Ford 188-189

G

Gap 79-80
 Gault, Stanley 151
 Goal 41, 51, 90

H

Harmony 35, 38, 87
 Hero 39, 51, 90
 - Story 147
 - Classical 92-93
 Hewlett, Bill 108-109
 History 113, 124
 Holistic Approach 55, 224, 226, 231
 Holistic Storytelling 56
 Honda 158-160

I

IBM 110, 153-154, 169
 Identification 164
 Identity 9, 41, 76, 78-80, 110
 illy 116-117
 Image 9, 78-81

K

Kamprad, Ingvar 149
 Kellogg's 115, 226-228
 Knowledge Management 153

Knowledge Sharing *152, 155*

Kolind, Lars *233*

Kraft Foods *177, 179*

L

Lead *44*

Leader *125*

LEGO Company, The *51, 53, 84-85, 94, 118-119, 142-146, 202-203*

Logic *23, 206, 209*

M

Management *137, 256, 225, 228*

Managers *56, 132*

Marketing *9, 164, 238*

McKinney-Moller, Maersk *151*

Meatrix, The *170-173*

Merger *137, 213*

Merolli, Carlo *173-176*

Message *34, 36, 82-84, 152*

– Commercial *32, 232-233, 239*

– Non-Commercial *232-233*

Milestone *77, 106, 111*

Miracle Whip *177-179*

Mission *68, 77, 229*

Moral *47, 83, 152*

Motorola *198-201*

N

NASA *65-68, 81*

Nescafe *165-167*

News Criteria *207-208, 217*

– Actuality *207-208*

– Conflict *207-209, 218*

– Identification *207-208*

– Relevance *207-208*

– Sensationalism *207*

Nike *50, 55-56, 63, 82, 85, 94, 125*

O

Obituary Test *72*

One-Way Communication *185*

Operational Level *50, 54-55, 58*

Opinion Leader *78, 122-123, 237-238*

Opinion Leading Media *236, 238*

Organised Story *188*

Oticon *233-235, 237-239*

P

Partners *57*

Passion *90, 92-93, 110, 149*

Pay-Off *82*

Plot *44, 95*

Point Of No Return *44, 46*

PR *8*

Product Brand *51-52, 54*

R

Reason for Being *69*

Reason for Existing *8, 81*

Receiver *44*

Relationship *188*

Relevance *81, 164*

Research *106, 123*

S

Seal of Approval *237-239*

Sense of Unity *11, 65*

Show the Way *133, 147*

Show the Path *147*

Silo Mentality *11, 229*

Silver, Spencer *134-135*

- Social Media Sites 185-186
- Sony 186-187
- Starbucks 190-194
- STARK 140-142
- Story 11, 19, 23, 32, 35, 40, 77, 105, 133, 137, 55, 167, 188
- About the CEO 108-109
 - About Founding the Company 109-111
 - About the Product 57, 106, 112-114
 - Angle 212-213, 216, 218
 - Authentic 9-10, 22, 104-105, 125, 173, 229
 - Dig 109, 114, 116, 119, 122-123
 - Gather 155
 - Fictional 173
 - Finding 110
 - From Customers 57, 78, 106, 118-119, 184
 - From Employees 57, 77, 106
 - From Management 57
 - From Opinion Leaders 78, 106, 122-123
 - From Working Partners 78, 106, 116
 - Premise 34, 173
 - Structure 39-40, 44, 89
- StoryDriver 124-126, 148
- Story Searching 156-57
- Story Shaping 156-157
- Story Sharing 156-157
- Story Showing 156-157
- Story Sorting 156-157
- Storytelling 11, 17, 22-23, 39, 124, 132, 188
- Circulation 155-157
 - Four Elements 32-33, 81, 207
 - Technique 197, 239
- Stakeholders 23, 104, 229
- Strategic Management 50, 54, 58
- Strategy 10, 236, 239
- Substance 80, 123, 188, 238-239
- Success 77, 106, 109, 111-112
- Support 39-40, 51, 90
- Synergy 236, 239
- T**
- Target-Audience 217, 228, 231
- Tear Down Walls 228, 230
- Timing 239
- Toms 213-216
- Toosbuy, Karl 150
- Top-Down 229
- Trust 188
- U**
- Urban Myth 151
- V**
- Value 10, 23, 36, 50, 68-69, 77, 93, 106, 111, 132-133
- Villain 41, 43, 45
- Virgin 84-85, 93, 125, 148, 209-211
- Vision 68, 77, 111, 229
- Vodafone 138-139
- W**
- Welch, Jack 148

About the Authors

SIGMA was founded in 1996 and is a culture and brand bureau specialising in cultural business development and branding. Working for SIGMA all of the book's authors have engaged in the pursuit of good stories for a wide variety of companies on internal and external projects, both in Denmark as well as internationally. Several of the cases in this book are the results of SIGMA's own work: Carlsberg, STARK, LEGO Company, Kraft Foods, BoConcept, Coloplast, and Oticon.

More information about SIGMA can be found at the following websites: www.sigma.dk or www.sigma/storytelling.dk.

Klaus Fog

Klaus Fog holds a Masters Degree in Business Administration. He has worked with storytelling throughout his career, starting out as Marketing Director at leading Danish newspapers, Politiken and Ekstra Bladet. Later on, he co-founded the Danish division of Saatchi & Saatchi before being appointed Scandinavian Vice President at TV3 (a Nordic television group). Following his work there, he went on to contribute to the turn-around of the Danish national TV station, TV 2, as Sales & Marketing Director. From his chair in TV 2 he could see how many companies were working in silos to great financial cost. Consequently, in 1996, Klaus Fog founded SIGMA, a culture and brand company specialising in the strategic use of storytelling to build a corporate culture and to shape brands. As head of SIGMA, Klaus has worked with at diverse number of international clients including: the LEGO Company, DT Group, Carlsberg, Oracle, Oticon, Ecco, Kraft Foods, and Grundfos. Furthermore, Klaus Fog is an esteemed lecturer and co-author of the book *Franchising – a business model for the future*.

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Christian Budtz holds a Masters Degree in Communication and Corporate Studies from the year 2000. He is the former head of the Student Organisation under the Danish Marketing Association and freelance journalist at the leading Danish youth culture magazine, *Chili*. Christian Budtz is an experienced planner and concept developer. At SIGMA, Christian specialised in branding through storytelling and strategic communication for a number of international accounts, such as LEGO, Carlsberg, Kraft Foods, and Oracle. Since 2006 Christian has worked as a Chief Consultant and Strategic Brand Planner at the Danske Bank Group, Scandinavia's largest retail bank, developing brand strategies and integrated campaigns on a pan-Nordic level—with a primary focus on Denmark, Norway, Northern Ireland, and the Baltics. He has written several articles on storytelling for key Danish business publications and international industry leading media, such as *BrandRepublic*, *Brandchannel.com* and *AdvertisingAge*.

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Philip Munch holds a Masters Degree in Literature and Rhetoric. He is an experienced advisor on corporate culture, PR, and branding. At SIGMA Philip has solved projects for companies across different lines including Coloplast, DT Group, TDC, Kraft Foods, STARK, and Carlsberg. Across the projects, he has worked with authentic storytelling as a way of defining the core value of organisations/products to support corporate strategy and shape the brand. Since 2008, Philip has worked with PR and corporate branding at the pharmaceutical company Novo Nordisk. He is an expert in narrative and has published articles in specialised media as well as in the largest Danish business publication, *Børsen*. He is also the author of the book *Headless Drama*.

Stephen Blanchette

Stephen Blanchette holds a Master of International Management degree from the Thunderbird School of Global Management and a Bachelor of Science from Arizona State University. He is a brand and customer experience professional with over 18 years of international experience. Stephen has successfully used storytelling as a key strategy development and engagement tool for blue chip clients in markets as diverse as Canada, Spain, the Czech Republic, Latvia, Montenegro and Tanzania. Prior to founding his own Munich-based consulting practice in 2008, Stephen was Director of Brand at ONO, a leading Spanish telecom provider, and Director of Brand Planning & Experience at Vodafone. Before that, he spent several years working as a strategic planner at Ogilvy & Mather, supporting a broad range of clients including American Express, AT&T, GlaxoSmithKline, Telefónica and Unilever in North, Central and South America.