{s}tales
connect + engage
with strategic narratives
Inspire our people, engage our shareholders, attract our clients and excite our partners.

A strategic narrative is a unique type of story. It talks about who we are as a company, where we’ve been, where we are, and where we are going. It describes how we believe value is generated and what’s important in our relationships. It explains why we exist and what makes us unique.
Strategic narrative is a form of storytelling, and like all good stories, it needs a compelling plot, characters, a climax, and a conclusion. Our people, our shareholders, our clients and our partners will understand how they fit into our business ecosystem and how together we will solve the challenges of the present and embrace the solutions for the future.
WELCOME TO {s}tales

A program where we co-create strategic narratives for leaders in times of uncertainty and fast change. We have developed a way for you to communicate a vision with clarity and purpose, engaging people and teams with their passion and their emotions. With the most timely strategic narrative and the appropriate storytelling techniques, you will actively engage your team members in the role they play in the growth and development of your business, you will help them to overcome their doubts and resistances, and ultimately you will inspire them to be active protagonists in your organization’s journey to success.
All types of audiences, internal and external, look to you when they need clarity, reassurance and inspiration. Telling stories that up the game requires balance, vision and skill. Your first task is to choose narratives that inspire the right changes and build on the nature of your enterprise and its strategic goals.

What cultural DNA defines your organization? What roadmaps and minemaps will guide us through the current situation? How is your company perceived in the market and what is its reputation? How is our brand sensed overall?

In choosing a narrative, you will consider these and other key questions and will articulate the messages for internal and external audiences, as well as for formal and informal communication. The perfect balance of different elements derived from careful consideration, will give you the ability to choose the most compelling narratives in each situation. They will be coherent and convergent, though diverse and adapted to each audience and each situation.
TELLING THE PERFECT STORIES

Good stories have always touched our hearts, and moved us to integrate rational and emotional responses. What is the secret of a great story? How do we capture the heart of your employees, your partners and your shareholders? How do we build an emotional bridge that unites your company and your clients? The most refined techniques in the art of storytelling show us the way and we will help you use them to tell stories that inform, move and inspire. At Reframerebel we help you create your unique stories that build on the immutable laws of the Hero’s Journey, a narrative structure that is used as to discern, understand and respond to fundamental needs of each person in your audiences. We will build with you the perfect setting to deliver the right strategic messages. We will work with you to access to the hearts of each person in your audiences through the art of empathy. And we will embark with you on a journey of discovery that will show your point of view through the perspective of your recipients. You will be able to present the real problems, offer solutions and address resistances that block your audience from taking the correct actions. And you will be able to present your vision in a way that gives people the protagonism. Why? Because as a leader you know that the real heroes of your story are those who take the small steps and the big leaps that will help you and your business overcome the challenges of today and benefit from the solutions of tomorrow.
LET’S EXPLORE HOW, TOGETHER, WE CAN CO-CREATE AND COMMUNICATE YOUR UNIQUE STRATEGIC NARRATIVE.

Send us an email to hello@reframerebel.com we’ll be delighted to shape and communicate your strategic narrative with you.
ABOUT US

Giuseppe Cavallo and Luis Soares Costa are the team of reframers and rebels that lead the reframerebel ecosystem.
We are people + business + brand transformers.
We bring together different but very complementary experiences, expertises and livelihoods across many decades and many continents.

LUIS SOARES COSTA is a Portuguese American who lived and worked in the USA, Canada and in London before moving to Barcelona. After spending 25 years in the USA (a product of American Universities and a Partner at a strategic consulting firm in the 80s), Luis became a trusted advisor to CEOs, C-Level Executives, Business Owners, top talent and Top Management Teams in a number of the major global companies (including a significant number of Fortune 500), innovative companies operating in new ecosystems and dynamic family owned businesses. He is also a coach and advisor to senior partners in Professional Services Firms and Law Firms.
Over the past 39 years, Luis developed extensive expertise in a number of areas and is invited to speak regularly at conferences, senior management and leadership offsites and other corporate events. He is also invited as subject matter expert to provide thought leadership to various types of events and think tanks.
He works interchangeably in English, Spanish, Portuguese and French and spends most of his time collaborating with clients throughout Europe, North and South America and Asia Pacific.

GIUSEPPE CAVALLO, an Italian who lived in Holland, France and Japan and is now based in Spain, is a senior expert in brand strategy and storytelling, a visionary practitioner that helps businesses globally to find the way to success in a VUCA context.
He spent the first 24 years of his career in large multinationals in marketing and communication. In 2012 Giuseppe added a new chapter to his career starting to counsel enterprises and business leaders in values-based success marketing strategies.
Giuseppe is a visiting professor at prestigious Universities. In October 2015 he published El Marketing de la Felicidad (The Marketing of Happiness), a manifesto for a new humanistic marketing culture. He is also a co-author of Brands with a Conscience and Diseña Tu Futuro (Design Your Future). He is a public speaker and he is often interviewed to offer his points of view on marketing and storytelling.
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HOW TO REACH US

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