Walker|Weltman provides consulting services that help CEO’s and their teams develop, write and tell a brand story that will grow their business or organization.

In his book *Seducing Strangers*, adman and Mad Men Co-Producer Josh Weltman explained how successful brand stories use four different kinds of persuasive messages to, over time, turn a product or service nobody has ever seen or heard of into a product or service someone, somewhere can’t imagine living without.

The book was written to help individuals become better, more confident persuaders.

Walker|Weltman exists to help companies and organizations do the same thing.

Before co-founding Walker|Weltman with Josh to launch Sokon Industries' SF Motors brand into the US, Jim Walker was President and Chief Creative Officer for some of the world’s premiere creative agencies. He has spent his career helping clients launch, and re-launch their brands. Nobody knows better than Jim how to get everyone in a big organization talking to the same target customer and telling the same motivating story. He’s done it many, many times.

In addition to Ongoing Consulting Services, Walker|Weltman helps build strong brand stories in three ways; Talks, Strategic Story Workshops and an offsite called The CEOs Writer’s Room Project.
I. Walker|Weltman Talks are great for explaining big principles to big groups.

Talk 1. A Brand Story in Four Acts is a one hour talk designed to give everyone in a company or organization a general understanding of the four kinds of messages that persuade, how they motivate people and what kind of business results they effect. Josh Weltman uses Mad Men clips, ads and TV commercials along with drawn schematics and parts of his book, Seducing Strangers to explain how individuals and organization use words, pictures, music and stories to increase inquiries, bump sales, increase market share or margins.

Talk 2. The Lux, Enthusiast, Eco, Techno and Efficient is a one hour talk designed to help C-suite executives and leadership team members understand how to develop a brand story for the digitally native customer segment most critical to the company’s or organization’s success. Jim Walker uses case studies, primary and secondary research, parts of Seducing Strangers and years of experience launching and repositioning global brands to explain why understanding the four kinds of stories all people share and learning what motivates the company’s most valuable audience are the first two steps in crafting a brand story that will be embraced by, and inspire both internal and external audiences.
II. Walker|Weltman Strategic Story Workshops help leadership teams decide what story to tell to who.

Walker|Weltman believes that all companies and organizations exist as a promise made to the marketplace. Products and services are how companies and organization make good on their promise. And a brand is the reputation a company or organization has for delivering on their promise.

The Strategic Story Workshop is designed to be staged in an afternoon. — Typically the afternoon following morning talks. The Workshop begins with an hour and a half working lunch. After, Josh Weltman and Jim Walker will lead participants in a two hour roundtable exploring how the general principles talked about in the morning specifically apply to the environment, opportunities and challenges facing the company or organization. The group session is followed by as many 20 minute one on one interviews as schedules permit.

The Strategic Story Workshop concludes two weeks later when Walker|Weltman returns to present a report built on the team’s work and designed to answer three questions critical to the development of a successful brand story:

- **Who is the digitally native customer most critical to the company or organization's growth?**
- **What is the most bold and compelling promise the company or organization can make to that customer?**
- **What products and/or services can best deliver on the promise?**

The Strategic Story Workshop ends with Walker|Weltman’s recommendation of what story your business needs to tell to who to achieve your goals.
III. The Walker|Weltman CEO’s Writer’s Room Project ends with a Brand Story document that lays out, from beginning to end, exactly how to tell that brand story.

Writer’s Rooms are machines for making big, compelling stories. They began as places where serialized radio shows were made, and evolved into places where episodic television shows are created. Today’s most widely watched, premium stories — *Breaking Bad, Mad Men, Game of Thrones, Orange Is the New Black, House of Lies* aren’t made by a single writer or even by a creative team. Today’s engaging entertainment successes result from a method of working that brings 8 to 12 people into one place for the sole purpose of crafting a great story.

All stories are different. And all Writer’s Rooms are different. But every season, *Mad Men*’s Executive Producer, Matt Weiner, opened the show’s writer’s room the same way: With the beginning and the end. Matt would lay out for his team of writers where the show’s main characters would physically begin the season and where they would emotionally end the season. His team’s nine month job was getting the show from here to there. In the room they say, “Plot is what happens. Story is what happens emotionally.” And, “If you don’t know where you’re going, no path will lead you there.”

Today, to build a compelling brand story and successful business, CEO’s and their teams need to find where their company’s or organization’s customers are *physically*, and where they want to go *emotionally.*

*This is the Writer’s Room of Mad Men’s Emmy winning Seventh Season. Josh Weltman is on the far right.*
The CEOs Writer's Room Project was inspired by Josh Weltman’s seven seasons working in the Mad Men Writer’s Room and Jim Walker’s 30 years experience figuring out what motivates people’s emotional connections to global brands.

Using the same techniques and methods developed to create the great stories of our time, The CEOs Writer’s Room Project is a three day offsite designed to take a CEO’s vision and their leadership team’s experience and produce a document detailing exactly how a company’s or organization’s brand story should be told to the people who most want to discover it, learn it, live it and share it. — The people who, when moved by a great story, will make the company or organization a growing success.

Incidentally, CEOs are encouraged to spend an hour with Jim and Josh at the beginning of the CEOs Writer’s Room Project. And we’d love to have them at the presentation of the final report. But we know most CEOs are really, really busy. And the purpose of this workshop is to help the team get the company’s brand story from here to there.

We look forward to talking and making up a great story together as we go along. Let us know when you would like to schedule a call to discuss available dates, logistics and fees.

Talk soon,

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