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I

AUTHENTIC?

Authenticity becomes a direct link to your guests at your event and strengthens trust.



Do you have the right position?

More important than ambitious goals is authenticity. The basics for this are:

- > *No discrepancy between what is communicated and what is experienced.*
- > *Live corporate culture transparently.*
- > *Be self-critical and show attitude.*
- > *Openness towards customers and employees.*

A real company or product development story is the best source for good storytelling. Companies are also allowed to have rough edges; this makes them human, approachable and likeable.



Does your vision match your values?

A healthy corporate culture and shared values automatically sharpen the company's external profile. Important tools for this:

- > *Common rituals, role models and symbols that match your values.*
- > *Define your own corporate brand and make it tangible.*
- > *Uniform communication from visual appearance via staff attitude to point-of-sale materials.*

Incentives or customer events can thus be far better vehicles for identification.

Let impact speak:



**PROMOTE
CREATIVITY.**

#REALIZE TIP

**PROFILE
REFINING.**

#TOP#IN#SCENE

PROMOTE CREATIVITY.

REALIZE TIP.

A good corporate culture is created, among other things, by the well-being of the employees. Teambuilding strengthens self-confidence and motivation and sharpens identification with the corporate values. In a creative framework it is great fun and promotes creative potential of the individual and the team.

We made it -
from the last Realize art workshop:



Heart & Head.

more ...



= strong on the inside and now for the
external impression:

PROFILE REFINING.

TOP IN SCENE.

*Authenticity is in the eye of the beholder:
Location, technology, effects and scope will give a certain
impression and this should be chosen carefully to achieve
the desired effect.*

Here are a few examples ...



innovative, virtual
technical, modern,
illusionary



relaxed, young,
playful, hip,
trendy, stylish



respected,
desirable,
prestigious,
excellent

*Authenticity intensify brand and storytelling just as
much as recruiting and team bonding.*

Be yourself.



WE WISH YOU A TRUE EASTER.