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Trust and Storytelling

June 2023

The Beautiful Truth

The latest

Adam Penny joined Monocle 'The Entrepreneurs' to discuss how businesses can share stories in a compelling way: <https://monocle.com/radio/shows/the-entrepreneurs/eureka-328/>

We published an article for IWD on global women changemakers: <https://thebeautifultruth.org/world/equality/international-womens-day-the-changemakers/>

In collaboration with Leaders on Purpose, we interviewed Michel Doukeris (CEO of AB InBev): <https://thebeautifultruth.org/perspectives/michel-doukeris-what-does-a-purpose-statement-mean-on-a-deeper-level/>

At Soho House, London, we interviewed Hakan Bulgurlu (CEO of Arcelik) on his summit of Everest to raise awareness for the environment.

We launched our Rewilding film (8k+ views on YT) with an online premier and webinar featuring a panel discussion with Sara King (Ecologist at Rewilding Britain): <https://www.youtube.com/watch?v=KcWtzKT83j0>

We interviewed Katie Lloyd (Head of Culture at Lego) for our My Life on Purpose series: <https://thebeautifultruth.org/my-life-on-purpose/katie-lloyd-my-life-on-purpose/>

International Women's Day: The Changemakers

On International Women's Day, we're celebrating the women who are enacting positive change on a global scale.

Change is a double-edged sword. It can often feel unsettling – terrifying, even – to face periods of change. It signals a shift away from the certain present towards an unknown future. But it is also the only way that we can grow; history has only ever been made by those who dedicate themselves to the pursuit of a new – and better – world.

This International Women's Day, we want to highlight some of the women who have made it their mission to incite and enact change on a global scale – to celebrate their achievements in building a fairer, more inclusive and equitable future.

Angela Lee Duckworth

Who is she?

Katie Lloyd · 2nd Global Head of Culture & Organisational Development at The Beautiful Truth Magazine · 5mo

The lovely people over at The Beautiful Truth Magazine asked me about purposeful work, leaders that inspired me and what I do when I feel like giving up.

At the LEGO Group, purpose is central to what we do. We are all working towards our mission to inspire and develop the builders of tomorrow and our vision #learningthroughplay.

#thebeautifultruth is a fairly new magazine looking at the notion of purposeful work and purposeful business in general and I have to say I love the name Hannah Finch.

#purpose #purposefulwork #purposefulbusiness #theLEGOGROUP #thepowerofstorytelling #culture #leadership

MY LIFE ON PURPOSE

“My purpose is my 'why'. What drives me? What gets me out of bed in the morning? How can I make a unique contribution to whatever I'm doing?”

KATIE LLOYD, GLOBAL HEAD OF CULTURE AT THE LEGO GROUP

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THE ENTREPRENEURS

Eureka 328: The Beautiful Truth

10 March 2023 12 minutes

Adam Penny is co-founder and CEO of The Beautiful Truth, a group that is dedicated to helping purpose-driven organisations and businesses to better understand and express their values. Penny and his colleagues celebrate how a business can be both a force for good and profitable at the same time. So what are the challenges that business leaders face in their communications, whether internal, B2B or B2C? And how can businesses share their values in a compelling way in an increasingly polarised media environment?

Your host: Tom Edwards

The Entrepreneurs: Innovative businesses and inspiring start-ups.

Next premiere: Wednesday 15 March at 20:00 UK time

All episodes View schedule

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Michel Doukeris is the CEO of Anheuser-Busch InBev (AB InBev), the largest multinational beverage and brewing company by both volume and revenue.



Unilever @Unilever · Oct 23, 2022

Our need for **carbon** is not going away.

But our dependence on fossil fuels needs to go.

That's why at **Unilever** we are exploring alternative **carbon** from renewable and recycled sources.

Find out more about the **Carbon Rainbow** in @tbt_magazine.

#OurCleanFuture

Peter ter Kulve
Home Care President, Unilever

The carbon rainbow is all about keeping and using the carbon in the loop... It's better for the planet, and it's equally better for business.

Unilever

The roundtable event

The Beautiful Truth and tml
Partners recently co-hosted
an exclusive roundtable event
on Trust and Storytelling.

Key themes included

The role that internal and external storytelling
plays in cementing credibility and authenticity
with people, leaders and businesses.

How individuals really perceive businesses and
how to leverage this to build strong
relationships with your audience.

How to get storytelling around sustainability
right, and where businesses go wrong.

How to tell clear and compelling stories in life
and in business.

Attendees included

- Sarah Samee - Communications Director, UK
& Global ESG, *AXA XL*
- Judith Green - Chief Strategy Officer and Chief
Communications Officer, *Eversheds*
- Matt Gale - Director, Brand & Creative
Content, *Deloitte*
- Nathan Hambrook-Skinner - Senior Director,
FTI Consulting
- David Swaden - Head of Internal and Executive
Communications, *Temenos*
- Stephanie Holmes - Director of Corporate
Affairs and Communications, *Upfield*
- John Wilwol - Director, Brand Marketing
Content, *Mckinsey & Co.*
- David Child - Brand & PR Director, Europe,
Thomas Cook

Certified



Corporation



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Our story

We are a strategic storytellers helping some of the world's largest organisations authentically communicate *purpose beyond profit* and *environmental & social impact* to their most important internal and external stakeholders.

With over 20-years experience uncovering and communicating purpose for organisations including Pfizer, Unilever and Siemens, and as publishers of *The Beautiful Truth Magazine*, we have a unique perspective on what people and businesses are capable of.

Our work is grounded in human behaviour, philosophy and creativity, which guides how we work with clients in expressing their values and intentions.

With this expertise, we partner with our clients to devise strategies, campaigns and communications plans, fused with powerful storytelling, to connect, inspire and motivate stakeholders.



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sanofi

Travis Perkins

Circular



Pfizer



GLENCORE

P&G

Who we've worked with

RICOH



kao

VISA

Full portfolio of case studies at <https://www.wearetbt.work/>
Password: TBT

SKANSKA



ArcelorMittal

SIEMENS

MOLTON BROWN

unicef



LAND-ROVER

NOVARTIS



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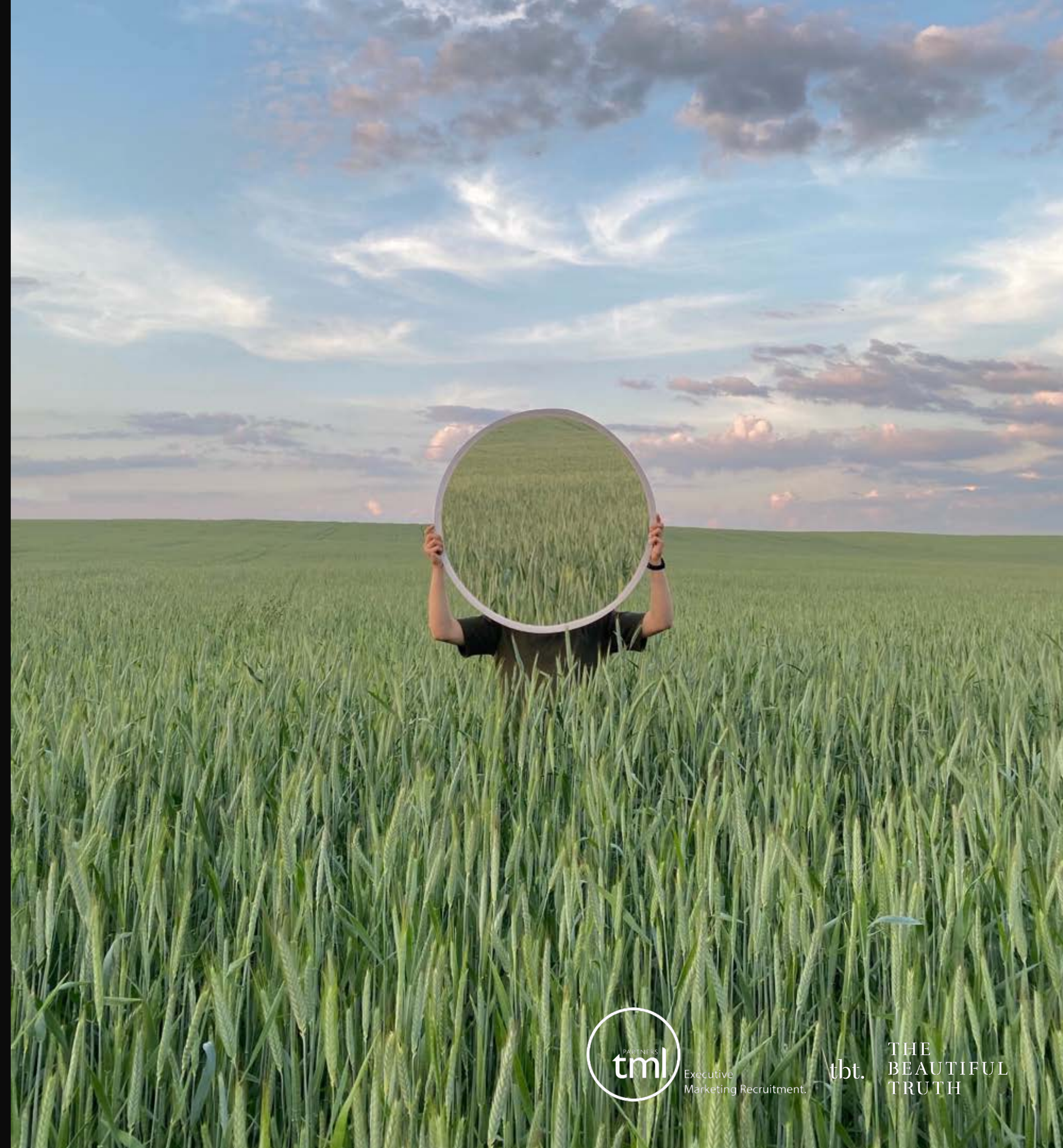
Caveats

What we *are*

- Fascinated by narratives and storytelling
- Focused on the positive difference people and business can make in the world
- Excited by what authentic, human focused storytelling can do

What we *aren't*

- A research group
- A think tank
- Consumer focused



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Caveats

What we are

- Fascinated by narratives and
- Focused on the positive difference
- Excited by what authentic, honest storytelling can do

What we aren't

- A research group
- A think tank
- Consumer focused
- A laser hair removal service in Peterborough

The screenshot shows a Google search for 'Beauty Salon Peterborough'. The top result is from the website <https://beautiful-truth.co.uk>. The page title is 'Beauty Salon Peterborough' and the description reads: 'Peterborough's leading beauty salon and skincare clinic. Welcome to The Beautiful Truth one of the premier beauty salons and anti-ageing cosmetic clinics in ...'. Below the description are several sections: 'Book Online' (Our online booking allows you to book beauty treatments, view ...), 'Your Visit' (By bus the salon is 5 min walk from Peterborough's main bus station ...), 'Salon Treatments' (Hand Treatments · Foot Treatments · Waxing Treatments ...), 'Clinic' (Peterborough's number one Aesthetics clinic offering a full ...), 'Latest News & Promotions' (October 2020. Buy Laser Hair Removal Course for Bikini ...), and 'Treatments' (Beauty Services. Salon Treatments · Clinic Treatments · Spa ...). There is also a link for 'More results from beautiful-truth.co.uk »'. Below the website result is a Facebook page result for 'The Beautiful Truth - Home | Facebook'. The Facebook page shows a profile picture of a woman performing a treatment, a location map, and the business name 'The Beautiful Truth'. It includes buttons for 'Website', 'Directions', and 'Save', a 4.4-star rating from 39 Google reviews, and the address: '40 Cowgate, Peterborough PE1 1NA'. Other details include 'Hours: Open · Closes 8PM', 'Phone: 01733 555540', and 'Appointments: beautiful-truth.co.uk'. There are also links for 'Suggest an edit' and 'Own this business?'.



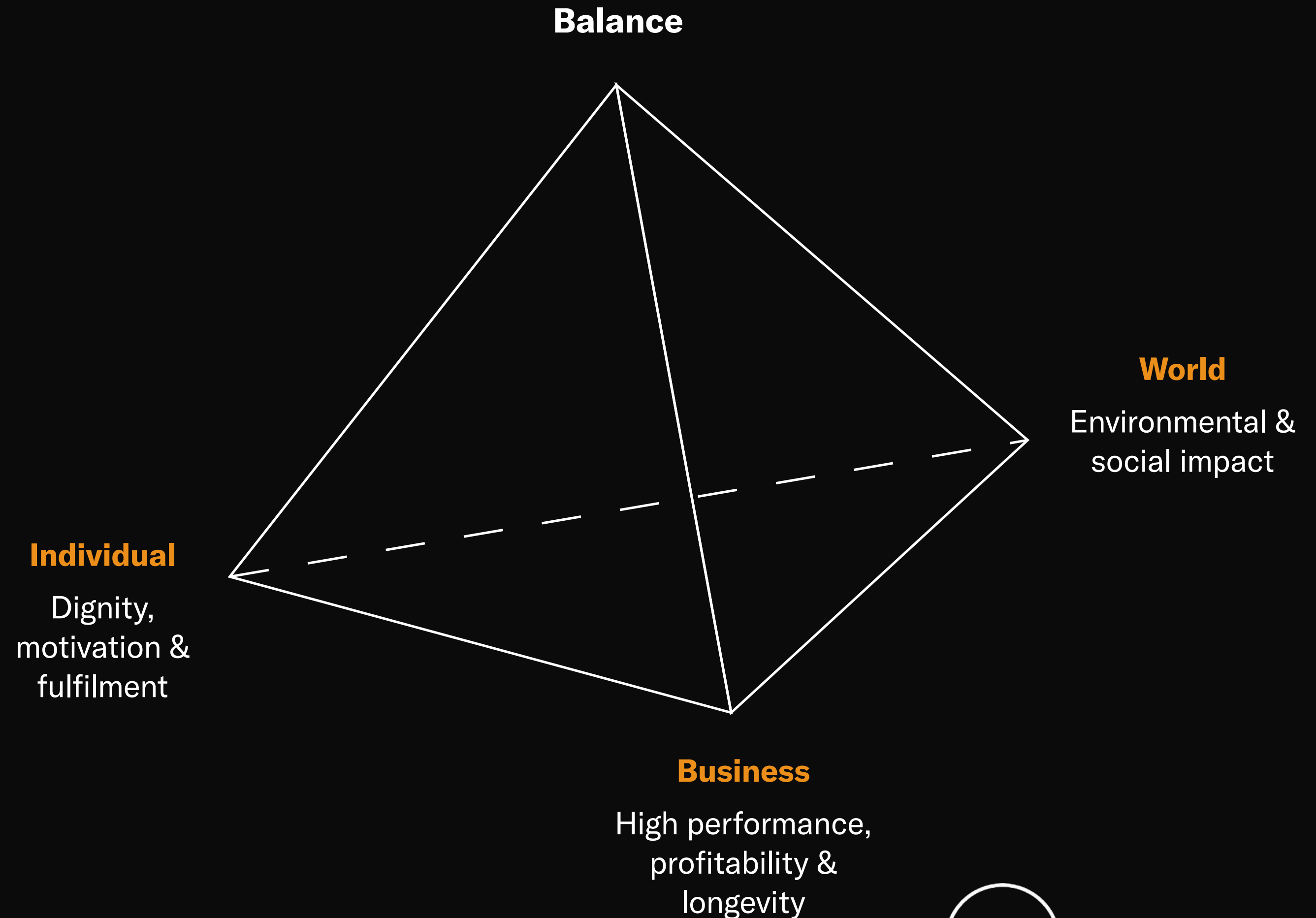
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Foundations of a purposeful organisation

Any business is being asked to balance the needs of its people, with the needs of the world (environmental and social impact) with high performance.



“We are emotional actors!

We are highly intuitive beings who
act first, and justify later.

Our beliefs, convictions, and values
are far less “rational” than we
imagine.”

Jonathan Haidt

Professor of Ethical Leadership
NYU Stern School of Business

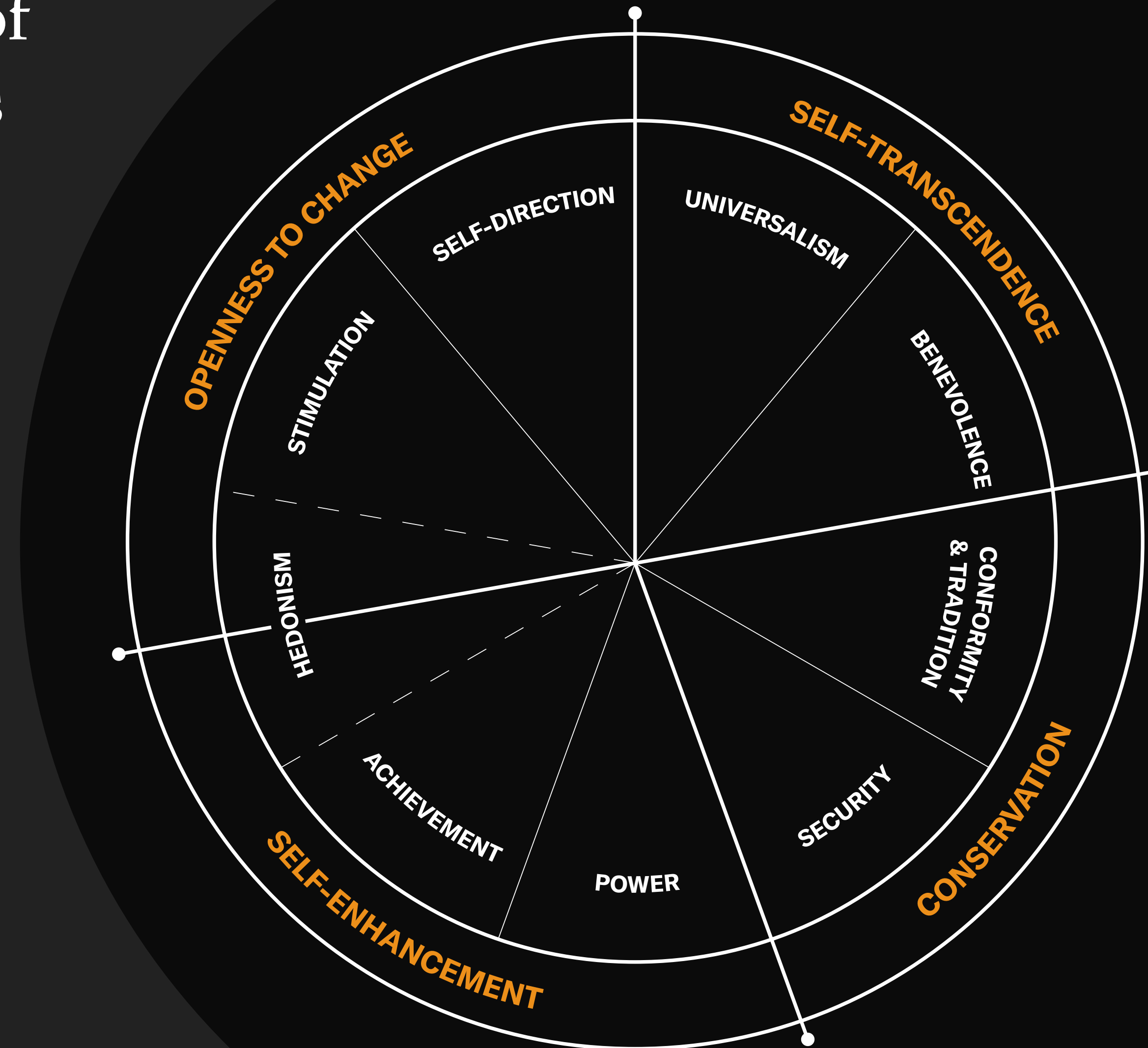


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Schwartz's Theory of Basic Human Values



OPENNESS TO CHANGE

SELF-DIRECTION

Creativity | Curiosity | Freedom | Choice of own goals | Independence | Privacy

STIMULATION

Daring | A varied life | An exciting life

HEDONISM

Pleasure | Enjoyment of life | Self-indulgence

SELF-ENHANCEMENT

ACHIEVEMENT

Success | Capability | Ambition | Influence | Intelligence | Self-respect

POWER

Social power | Authority | Wealth | Preservation of public image | Social recognition

SELF-TRANSCENDENCE

UNIVERSALISM

Protection of the environment | Broad-mindedness | Social justice | Wisdom | Equality | A world of peace | Inner harmony | A world of beauty | Unity with nature

BENEVOLENCE

Helpfulness | Honesty | Forgiveness | Loyalty | Responsibility | True friendship | A spiritual life | Mature love | Meaning in life

CONSERVATION

CONFORMITY & TRADITION

Politeness | Respect for authority | Self-discipline | Obedience | Devoutness | Acceptance of portion in life | Humility | Moderation | Respect for tradition

SECURITY

Cleanliness | National security | Social order | Security | Reciprocation of favours | Health | Sense of belonging

We explore these for a company or group through desktop research, interviews and workshops.

By understanding the priority values of a team, company or even an audience segment, we can create authentic communications that connect on the deepest level.



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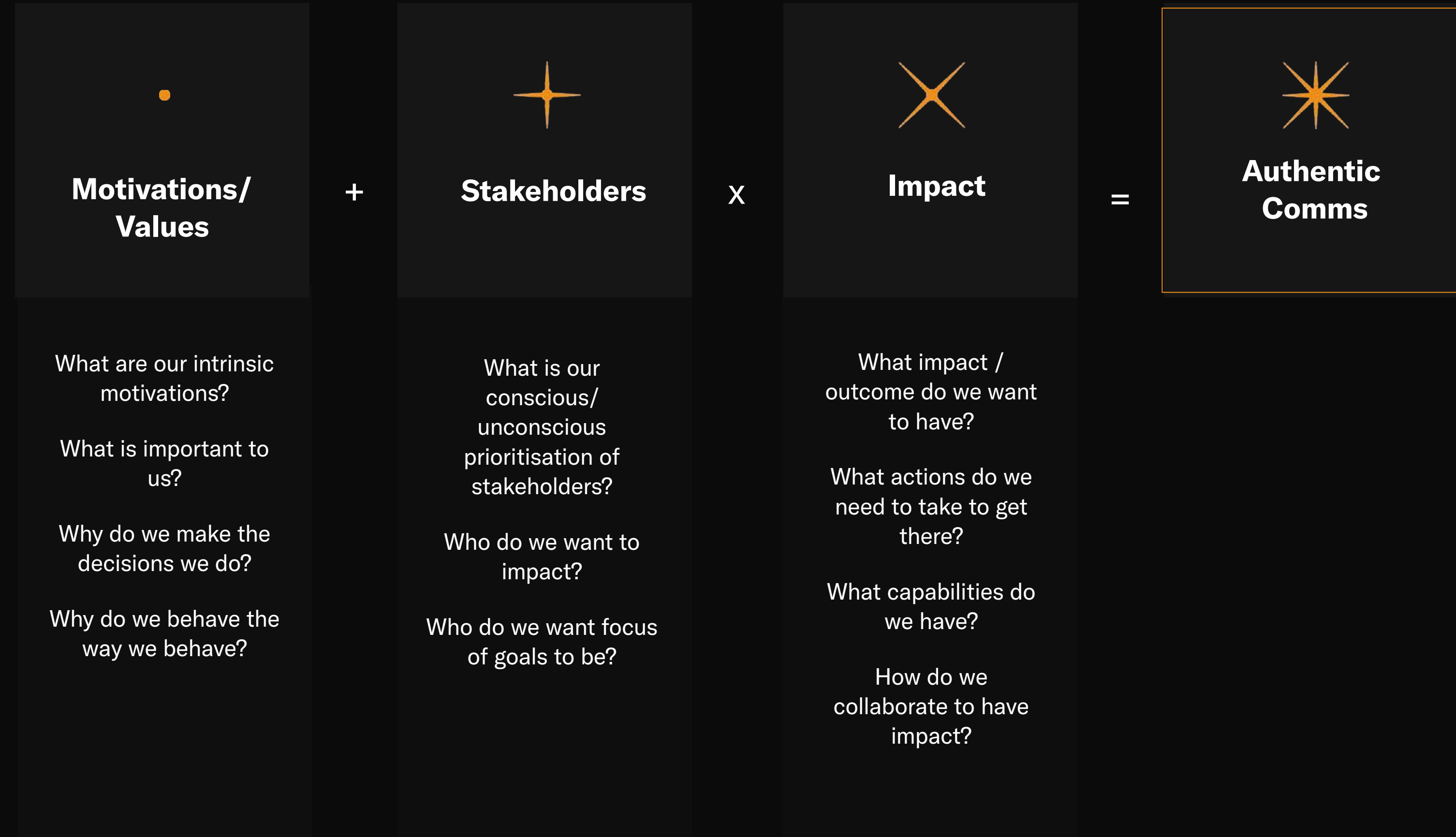
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Our methodology

How do we uncover authentic stories?

Having defined the values of the group or company we match it with the stakeholders that the group want to impact and define the way that it wants to impact them.

Very often the impact segment translates as 'think', 'feel' and 'do'.

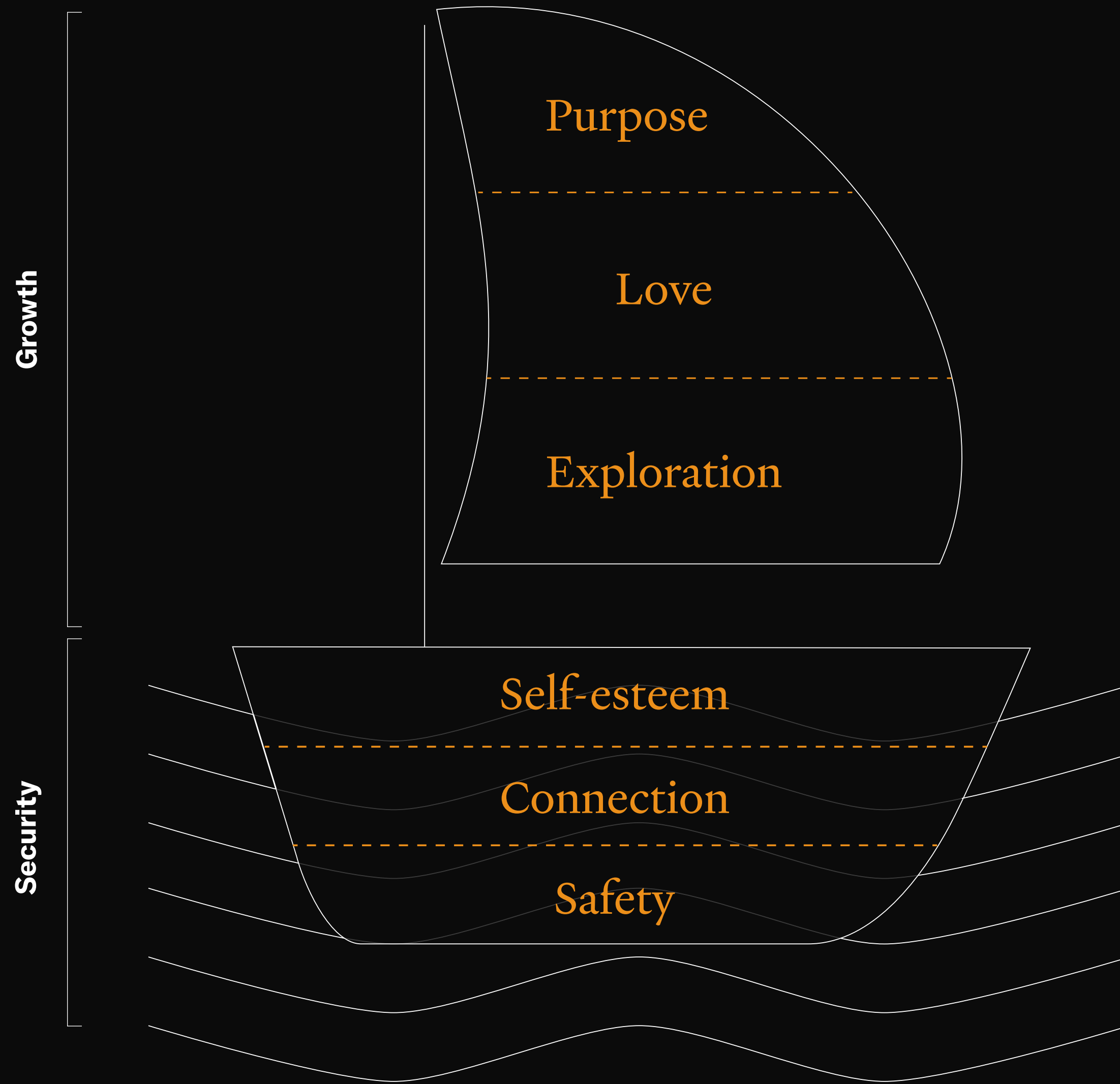


Where is your organisation?

And your audience?

Source:
Scott Barry Kaufman
American Cognitive Scientist
[https://
scottbarrykaufman.com/
sailboat-metaphor/](https://scottbarrykaufman.com/sailboat-metaphor/)

Transcendence



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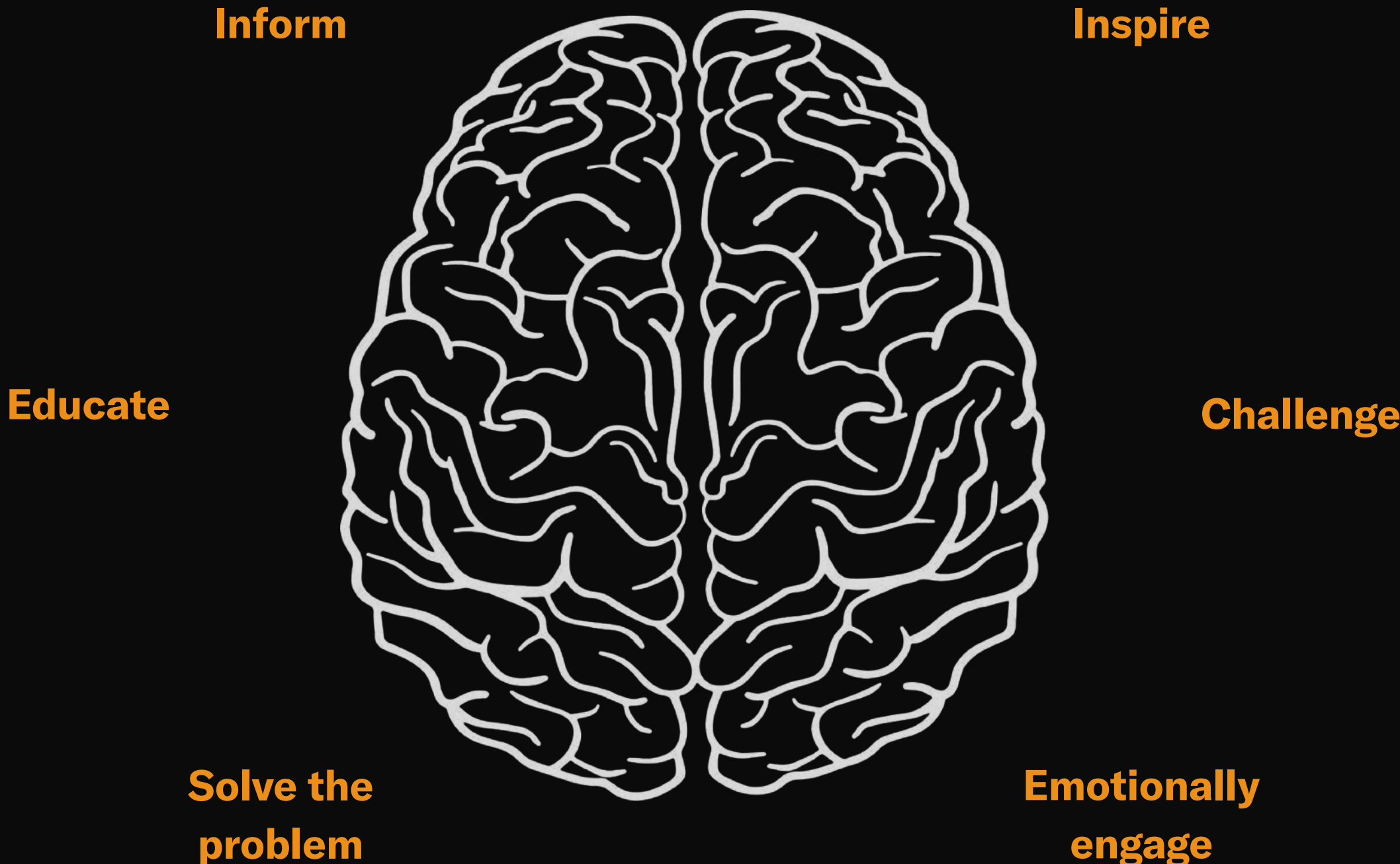
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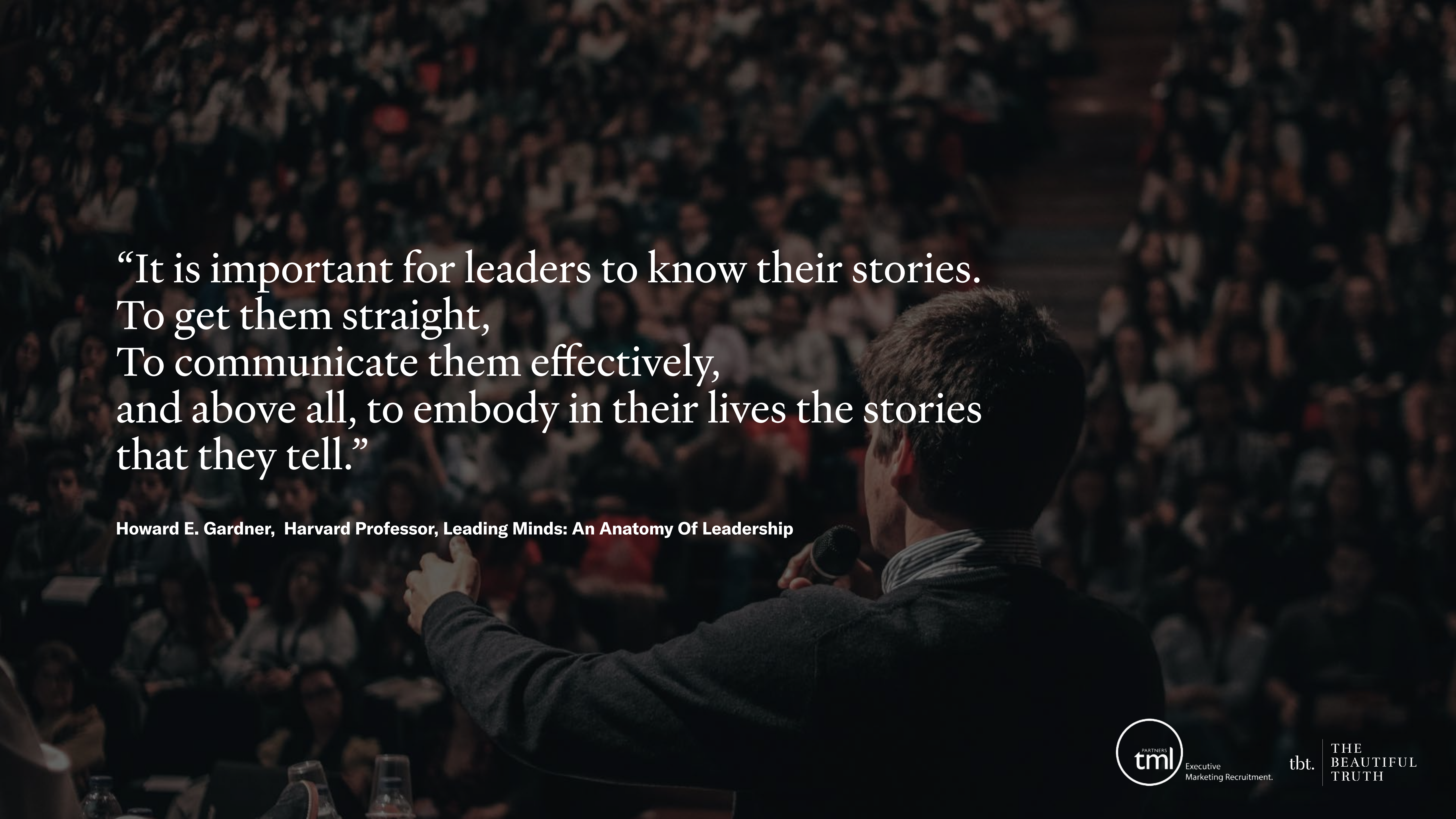
What's in a good story in business?

A good story in business appeals to both sides of the brain, the logical and the emotional.



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A man in a dark suit and light-colored shirt is seen from the back, holding a microphone and gesturing with his right hand towards a large, dark crowd of people. The scene is dimly lit, with some light reflecting off the man's hair and the crowd in the background.

“It is important for leaders to know their stories.
To get them straight,
To communicate them effectively,
and above all, to embody in their lives the stories
that they tell.”

Howard E. Gardner, Harvard Professor, *Leading Minds: An Anatomy Of Leadership*



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The 3 Dimensions of Trust

A long history of research demonstrates that **trust** can be broken down into three components: competence, honesty, and benevolence.

COMPETENCE

To trust someone's competence is simply to believe that the person or entity you deal with has the ability to do the job.

HONESTY

Honesty—or integrity—refers to your sense that the company keeps its promises and is not telling lies or hiding things.

BENEVOLENCE

Benevolence is the belief that your company has your best interests at heart and cares about you as a stakeholder (employee, investor or community etc).

Summary of research: <https://insight.kellogg.northwestern.edu/article/cultivating-trust-is-critical-and-surprisingly-complex>



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Conversation starters

Where does the role of storytelling sit within a business? Does that affect the 'trust'?

What conditions do you think foster 'trusting storytelling'?

What are the pros & cons of leaders' stories? How can we help leaders to be 'authentic' but not 'wayward'?

What do you use internally and externally to measure trust?

Where will AI affect trust in business communications?



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We've been trying to manipulate each other with stories for tens of thousands of years, so we've become very good at detecting when something isn't genuine. We need to show virtue, but we must be authentic about it.

Will Storr

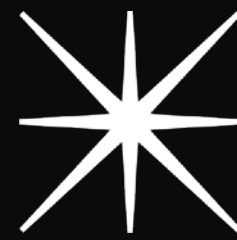
Author of *The Science of Storytelling*



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The human story of business



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