



Your Ticket to Increased  
**LOYALTY & ENGAGEMENT**



***Preserve and Communicate Your Legacy!***

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# THE PROBLEM

DOES YOUR HISTORY,  
FOUNDING SPIRIT, &  
GUIDING PRINCIPLES  
GET LOST OVER TIME?

*Does your growth result in:*

- Specialization, turf battles, and corporate malaise?
- Costly employee turnover?
- Lack of engagement and loss of the big picture?
- Loss of the founder's story, principles, and spirit



## THE SOLUTION

- Preserve founder's legacy and principles in story form
- Perform founder's story with actors, sound effects and music
- Listeners identify with founder's challenges, successes and values
- Create an edutainment MP3 on-boarding and engagement tool

- Increased employee retention, engagement, and ROI
- Increased alignment with founder's culture and principles
- Enhanced storytelling makes principles easy to recall and apply
- Improved identification with brand by consumers, employees, and customers
- Accessible, familiar, mobile friendly, and on-demand



## THE BENEFITS

- **New York Times** bestselling authors
- Founders of **Barefoot**, World's #1 wine brand
- Workplace Culture Experts
- Demonstrated employee retention and engagement
- **C-Suite Network and business media** thought leaders, speakers, and advisors

Let the Creators of Business Audio Theatre,  
**Michael Houlihan & Bonnie Harvey**,  
Preserve and Communicate Your Legacy



Entrepreneur

THE  
HUFFINGTON  
POST



The New York Times

Bloomberg



THE BUSINESS  
JOURNALS  
A DIVISION OF ACBJ

YAHOO!



Inc.

C-SUITE NETWORK™



## Work with the Creators of Business Audio Theatre

- ▶ Pioneered highly acclaimed 1st example of Business Audio Theatre
- ▶ Experienced management of all elements of Business Audio Theatre



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***Any company that works intentionally on their culture will like this product for on-boarding.***

-Bill Higgs, Host, Culture Code Champions Podcast

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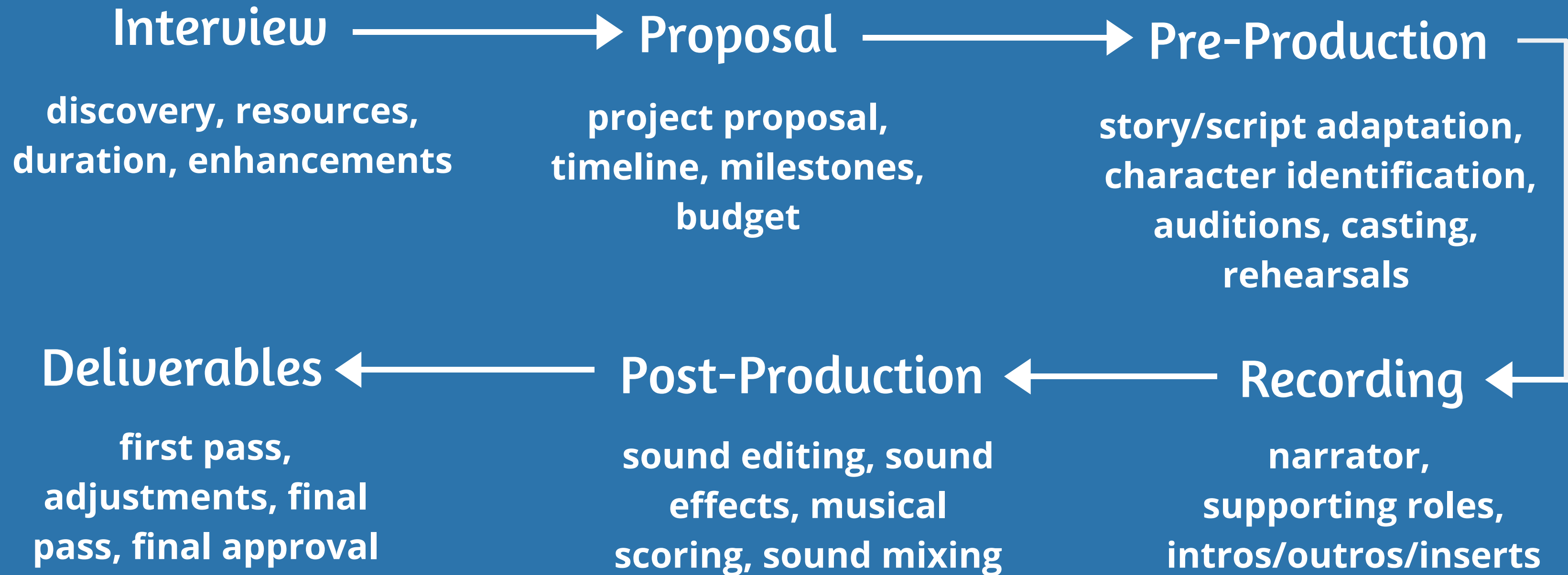
## Forbes

“

***TRANSFORMATIONAL! Tremendous potential for CEO's to tell their story in a new way!***

-Robert Reiss, Forbes Magazine Columnist

# How We Do It – Flow Summary



\* Remote production CDC compliant

# Your Business Audio Theatre Experts



## Michael Houlihan & Bonnie Harvey

Business Audio Theatre audiobook producers; business leaders; workplace culture experts; **Barefoot Wine Founders** and **New York Times** Bestselling authors of *The Barefoot Spirit* and *The Entrepreneurial Culture*; Finalists 2020 Audie Award for Best Business Audio Book

## Rick Kushman

New York Times bestselling author of *The Barefoot Spirit*, and *A Movable Thirst*; **Capital Public Radio commentator** and **podcaster**; **Sacramento Bee columnist**; executive communications expert; Stanford University Master in Journalism; specializing in demonstrating business principles through story and converting business story to text



# Your Business Audio Theatre Experts



## Matt Weinglass

Founder of **Sherwood Players Productions**; Producer and Director of the **1st Business Audio Theatre audiobook**; Expert at all unique production details including converting text to audio script, identifying and engaging talent, overseeing all studio operations including sound recordings, editing, musical scoring and sound effects.

## Ryan Foland

Top Communications Expert, specializing in social marketing and the latest techniques to engage your audience; bestselling author; speaker; podcast host; 4-time TEDx Alumni





“

The lessons were made indelibly memorable through the theater of the mind that is audio.

-Cynthia Conrad, Audio Book Critic, BookTrib

“

A great way of preserving a legacy!

-Randy Gage, Host, Power Prosperity Podcast

“

Business audio theatre brings the story to life to educate and engage employees, suppliers, and customers.

-Ben Biddick, Host, Get Up Nation Podcast



## BUSINESS AUDIO THEATRE

*Keep Your Legacy Alive with 3-D Audio*




2020  
Audie  
Finalist

Audio Publishers Association

# Your Ticket to Reduced Turnover & Increased Engagement

SAMPLES (NYT's Bestseller, *The Barefoot Spirit*)

 : 707-484-1600

 : [www.BusinessAudioTheatre.com](http://www.BusinessAudioTheatre.com)

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