**The Problem**

* The biggest challenge facing businesses today is attracting the right people, engaging them, and keeping them. Turnover is the #1 hidden cost of businesses today.
* Businesses are challenged to find ways to distinguish themselves in a human, approachable, and in a convenient way so that employees and other stakeholders can identify with their principles and goals.
* Most business manuals and business books are prescriptive texts
	+ They list of do’s and don’ts with endless directories and processes
	+ They are usually written or narrated in the first person
	+ They can be off-putting and seem patronizing to the audience

**The Solution**

* Most people learn through story.
	+ Story is more memorable, relatable, and identifiable than prescriptive text
	+ The principles demonstrated in a story make them easier to recall and apply
* The fastest growing form of media today is audio because it is mobile and on-demand

**Introducing Business Audio Theatre, “The Future of Business Audiobooks”**

* The Founder’s story is not just narrated but *performed* in a screen-free cinematic audio production
	+ A full cast of actors voice characters in seminal scenes, complete with sound effects and music.
	+ A 3-D audio experience brings the story to life, in a convenient, popular, mobile, and on-demand audiobook format.
* When employees and other stakeholders hear the story presented in this way, they are more likely to listen to it in its entirety; they tend to identify with, and pull for the Founders
* They are more likely to learn the lessons that are dramatized in the story and will more easily recall and apply them.
* The audio format has several advantages over written, electronic, or even video media.
	+ There is no reproduction, warehousing, shipping or distribution of physical paper books.
	+ There is no requirement that the reader or viewer remain immobilized.
* In the case of Business Audio Theatre, the listener “sees” the scenes in their mind and participates in the storytelling by recalling and applying images from their memory to flesh out the scenes, props, and characters.
* Listeners can listen on their own time and are free to multitask.
* Business Audio Theatre is designed by businesspeople to satisfy business needs:
	+ The Authors are *New York Times* Bestselling Authors who are successful serial entrepreneurs in their own right.
	+ The producers are award-winning Hollywood professionals who have experience performing *business stories*.
	+ The Audiobook Publisher Association recognized their previous production, *The Barefoot Spirit*, as an Audie Award Finalist for the 2020 Business Audiobook of the Year. The Judge said, “We have never heard a business audio book done like this before.”