



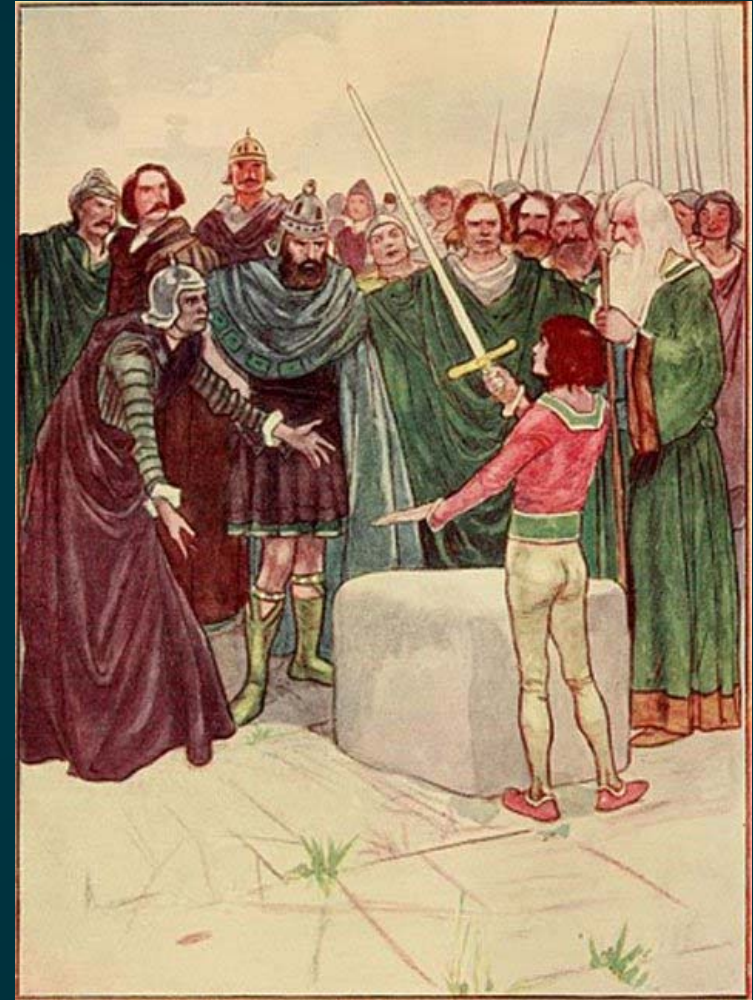
Be the guide, not the hero

Andrew Careaga | Missouri S&T Brand Symposium
Sept. 27, 2018

MISSOURI
S&T

'Then last of all Arthur tried.
He took the sword by the
hilt and drew it from the
stone quite easily.'

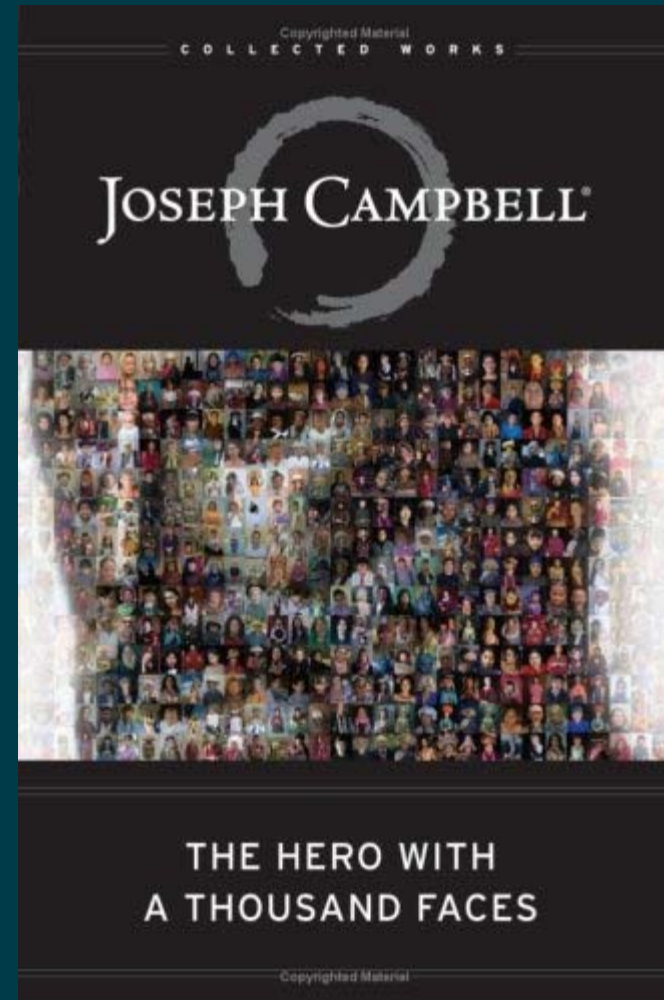
A Child's History of England
(1906)





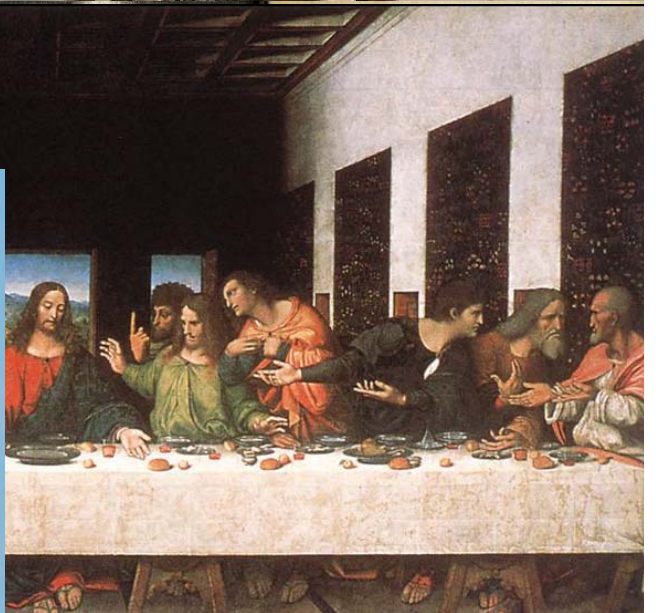
'It has always been the prime function of mythology and rite to supply the symbols that carry the human spirit forward, in counteraction to those that tend to tie it back.'

Joseph Campbell
The Hero with a Thousand Faces





THE HERO'S
JOURNEY





The Mundane World

The hero begins the story in a place they have no
desire to be...

But what does

THE HERO'S JOURNEY

have to do with
branding?

Every hero needs a
guide

THE HERO'S JOURNEY

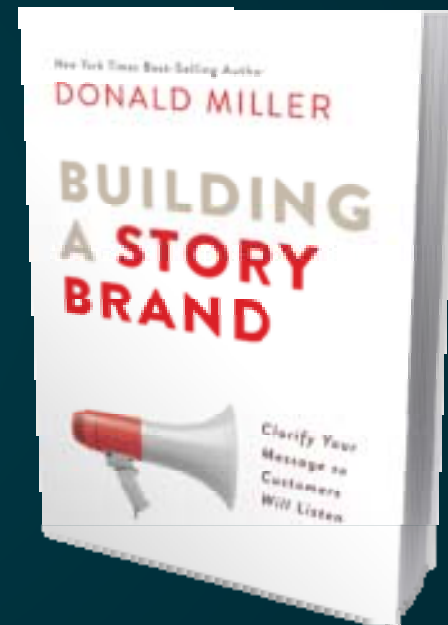
... and that's where **We**
come in





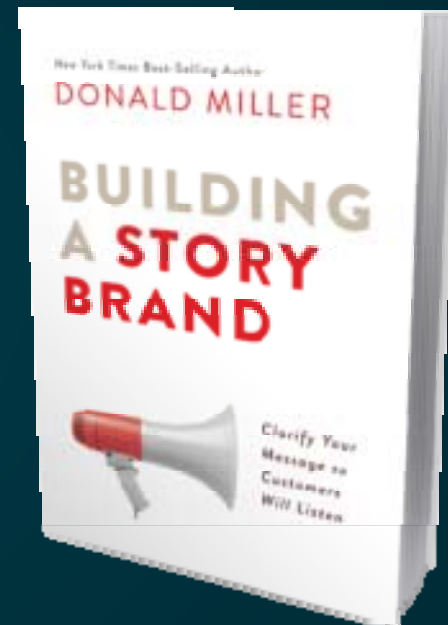
'The story must always be focused on the hero, and if a storyteller (or business leader) forgets this, the audience will get confused about who the story is really about and they will lose interest. This is true in business, in politics, and even in your own family. People are looking for a guide to help them, not another hero.'

Donald Miller
Building a StoryBrand



‘When we **position our customer as the hero** and ourselves as the guide, we will be recognized as a trusted resource to help them overcome their challenges.’

Donald Miller
Building a StoryBrand



YOUR ONE-PAGE BRAND SCRIPT

You are here

Not here



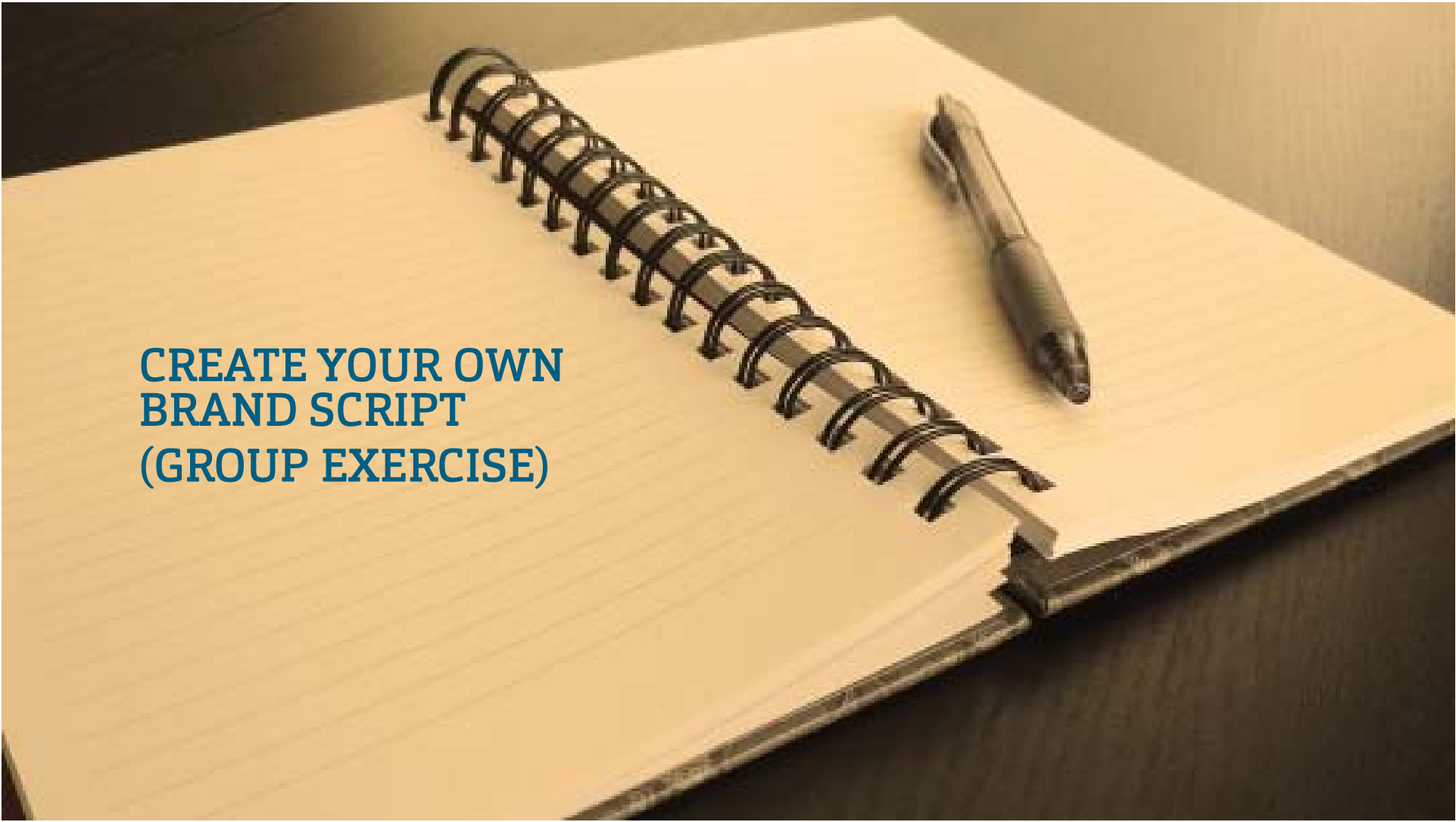
From *Building a StoryBrand*, by Donald Miller



WESTERN SYDNEY
UNIVERSITY



proudly presents

An open spiral-bound notebook with a pen resting on it. The notebook is open to two blank, lined pages. The spiral binding is on the left side. A dark-colored pen is lying on the right page. The background is a dark, textured surface.

**CREATE YOUR OWN
BRAND SCRIPT
(GROUP EXERCISE)**



Our heroes ...



Our heroes have thousands ...



Our heroes have thousands of faces