



# STORYTELLING & COMMUNITY:

TRANSFORMING CUSTOMER  
RELATIONSHIPS FOR THE FUTURE



*Alex Searle*

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AI is like every technology.

It makes the good *better*, and the difficult *worse*.

*Human skills are the future, not AI.*

Alex Searle  
The Shocker

**Storytelling is like CX.**

**Clear, meaningful  
communication that helps  
customers solve problems at  
every level of the business.**

- Branding
- Customer experience
- Product development
- Sales
- Recruitment
- Purpose
- Investors

*Alex Searle*

**Storytelling is a human skill.**

**Human skills are what sets  
customer success apart.**

- Make sense of information
- A new way to solve a problem or reflect on their situation
- Change the way they feel

*Alex Searle*

**You are in the business of transforming perspectives.**

The way you see your customer's world helps them to  
approach the problems they face in a new way

- not sell products or services.


*Alex Searle*

Storytelling is *how*

Community is *why*

*Alex Searle*





TENDING TO YOUR  
C-R-O-P-S

*Alex Searle*

# C

# CLARITY

Keep your messaging simple & clear

True value is easy to express

Stop the scroll with authenticity

*Alex Searle*

# R

# RHYTHM

Set format & rhythm of content

Align your team

Social value of customer stories

Play the long game

*Alex Searle*

# O

# ORDER

Control the flow and order of information

Remove friction

What's it like working with you?

Give DMs what they are looking for

*Alex Searle*

# P

## PERSONAL

Double down on your own personal experience or story (your why)

Focus on problem solving

Don't sell - ask questions

Tell stories of previous related wins

*Alex Searle*

# S

## SIMPLIFY

No jargon, buzzwords

Don't get technical

Be refreshingly unfluffy

Complexity without complication

*Alex Searle*

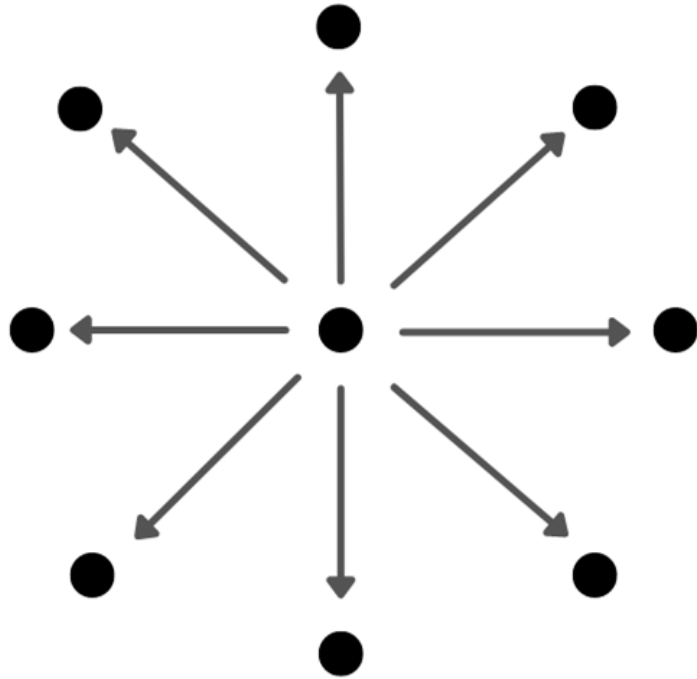


A man in a dark shirt is seated at a podium on a stage, speaking into a microphone. He is gesturing with his right hand. Behind him is a large white projection screen. The room has brick walls and a tiled wall behind the speaker. In the foreground, the backs of several audience members' heads are visible as they sit at tables. The overall lighting is dim, with a blueish tint.

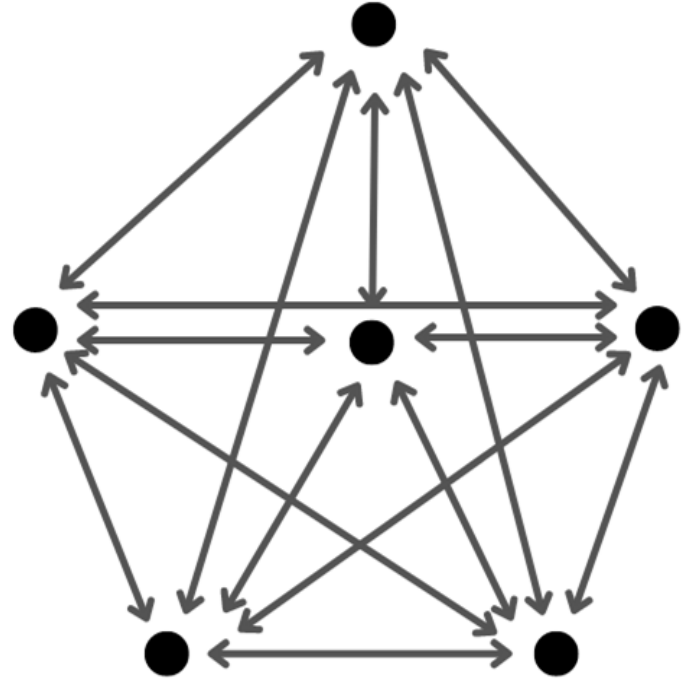
# BUILDING COMMUNITY

*Alex Searle*

# AUDIENCE



# COMMUNITY





# We combine learning & social connection into a community experience people love.

Humble Mind builds social learning programmes in an intimate, engaged community setting, ideal for skills development, uncovering customer insights or cultivating influence.

[LEARN MORE](#)







# COMMUNITY BUILDING

- Form an **inner circle** (5-50)
- **Interview** & champion them
- Create **content** together
- **Collaboration**, not competition
- Pick a rhythm, medium & space
- **Don't sell**, celebrate learning
- **Trust** & psychological safety

*Alex Searle*

Storytelling is *how*

Community is *why*

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**4-WEEK  
STORYTELLING  
ACCELERATOR**

Join my 4-Week  
Storytelling Accelerator  
to redefine, reposition  
and reenergise your  
business' narrative from  
the inside out.

BOOK YOUR PLACE

*Alex Searle*

# THANK YOU



*Alex Searle*

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