



Start-up to scale-up

Start-ups by their nature often begin with a burst of passion and energy. Anyone who has worked in this space knows that it can be a challenge to sustain that over time - but if you can tap into that original energy it is a great way to [maintain momentum](#) for the next stage of the journey.

As teams grow, an organisation evolves - when you move from 5 people to 50, lots of things change, from the organisational layers of management and process, to simple things like knowing everyone in the company!

STORIES capture [experience](#), [culture](#) and [wisdom](#):

- When the STORIES of the company are [honoured](#) and shared, there is a chance for everyone to connect with the values and [passion](#) that brought the venture to life
- When the STORIES of individuals are [valued](#) and shared, people get to encounter each other anew, in a human way
- Both activities provide a space to [break through](#) the hierarchies of structure and experience, and the silos of function and role

Company culture is encoded in the stories of the company's journey and experience. Capturing and sharing these Stories becomes a way to embed company culture and hold onto the [original spark](#) of energy and inspiration at its core.

Stories are also a highly effective and human way to bring people [ONBOARD](#). The 'on-boarding' process need not only be concerned with consuming the contents of a large ring-binder file of procedures and practices - it can also be captured and communicated in people's stories...



Article

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