

August 10, 2021

# MOSO

## Are You a MOSO?

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## 6 mindsets to breathe oxygen into your people

It's tough out there; we get it. Ever try taking deep breaths? Step Back Leadership Consulting LLC's Jason V. Barger shares 6 mindsets to help you breathe a little oxygen into your brand and people. Also, see what dentsu international's Jeff Tan says about innovation and how StoryBrand CEO Donald Miller's "BrandBuilding a StoryBrand" will help you help your customers listen.

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## What they're saying...

**"We need to dream big. We need to inspire change. We need to innovate in our work, and in the personal way we view the world around us."**

— Dentsu Innovation's Jeff Tan on why innovation requires a more curious mindset

## What we're reading...

### Building a StoryBrand: Clarify Your Message So Customers Will Listen

By Donald Miller

New York Times Bestselling Author  
**DONALD MILLER**

**BUILDING  
A STORY  
BRAND**



Clarify Your  
Message so  
Customers  
Will Listen

Donald Miller's StoryBrand process is a proven solution to the struggle business leaders face when discussing their businesses. His seven proven elements reveal the secret for helping your customers understand the compelling benefits of using your products, ideas or services. Whether you're the marketing director of a multibillion-dollar company or an entrepreneur, Building a StoryBrand will forever transform the way you talk about who you are, what you do and the unique value you bring to your customers.

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