

"A transformation without belief is just a plan."

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FROM STRATEGY TO BELIEF

TRANSFORM YOUR VISION INTO A CAUSE FOR CHANGE.

I help transformation leaders translate strategy into clear campaigns, and turn change into a cause worth following..

What I do

My work lives at the intersection of strategic communications, organisational storytelling, and leadership belief systems.

The goal: help your people see themselves in the story.

My work combines:

- ✓ Strategic communications
- ✓ Organisational storytelling
- ✓ Narrative design & campaigning
- ✓ Culture and change leadership



MIKE LEE

Strategic Communications Partner & Narrative Designer — Helping leaders turn vision into belief.

Keynotes & Forum Topics

WHY PEOPLE DON'T BELIEVE YOU (AND WHAT YOU CAN DO ABOUT IT)

How leaders can rebuild trust and conviction in an age of fatigue.

This keynote takes leaders inside the anatomy of disbelief — and shows how to rebuild it through the power of emotionally connected communication.

BELIEF: THE NEW STRATEGIC CURRENCY

In an AI-shaped world, belief is what keeps work human.

This keynote explores how belief has become the defining leadership challenge in an age of automation — and how leaders can intentionally design it to keep their organisations human, connected, and moving forward.

TURNING STRATEGY INTO A CAUSE WORTH FOLLOWING

Why most strategies fail to move people — and how to build belief that carries transformation forward.

This keynote shows how to turn strategy from a document into a movement — one people see themselves in and want to carry forward.human, connected, and moving forward.

THE NARRATIVE INTELLIGENCE SYSTEM™

My signature end-to-end approach that embeds your transformation narrative in how people think, act, and decide.

A simple 3-part system to turn strategy into belief, and belief into action.

Phase 1 - Narrative Blueprint - Finding the story

The single, unshakeable story that brings your vision, values, and strategy into alignment.

Phase 2 - Transformation storyboard - Spreading the story

Make your strategy visible, repeatable, and easy to carry — through toolkits, metaphors, and moments that move.

Phase 3 - Narrative Activation - Living the story

Turn belief into behaviour with repeatable rituals, embedded messaging, and live culture tracking.

"I've spent my career working in transition scenarios — helping connect people to an idea.

I work in the space between logic and meaning: where plans become stories, and stories become movement."

Why work with me

I bring deep experience in shaping how people believe in change — across industries, cultures, and contexts.

Transformation & Change Communications —

Designing and delivering communication roadmaps for enterprise-wide change.

Leadership Engagement —

Supporting C-suite and senior teams to articulate vision, purpose, and direction.

Narrative & Campaign Design —

Translating strategies into campaigns that connect people to purpose.

Employer Branding & EVP —

Positioning organizations as talent destinations in competitive markets.

Content & Storytelling —

Dynamic copywriting, video, podcast, and digital media production.

If you're leading transformation and want your story to become the heartbeat of your organisation — let's start a conversation.

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