

Home of Industrial Ideas Storyselling game

Form a team, choose a circle and follow each clickable step. The result will be great stories that support sales, recruitment and future growth!



[Information](#) | [Reference material](#) | [Storyselling video](#) | [FAQ](#)

Supporting material is available at www.atlascopco.com/storyselling

Get going by clicking on one of the above circles (your choice) to choose the theme for a story.

Total time for each circle is one hour.

Home of Industrial Ideas Storyselling game

Form a team, choose a circle and follow each clickable step. The result will be great stories that support sales, recruitment and future growth!



1



Appoint a note taker.

Continue to the next step



Home of Industrial Ideas Storyselling game

Form a team, choose a circle and follow each clickable step. The result will be great stories that support sales, recruitment and future growth!




2



**Click on the deck of cards.
Read all cards together. Each
player then chooses a card
related to a true story.**



- 01 We are connected and accessible
- 02 We collaborate to make things happen
- 03 We have a family culture
- 04 We build competent teams
- 05 We celebrate success
- 06 Asking for help is a sign of maturity
- 07 We learn from our mistakes
- 08 Our customers are core
- 09 We keep our promises
- 10 We never hide
- 11 The one closest to the problem is the one closest to the solution
- 12 We believe in freedom with accountability
- 13 We raise red flags
- 14 We embrace challenges
- 15 We use new technologies to stay ahead
- 16 We encourage initiatives and ideas
- 17 Our leaders support professional growth
- 18 We know that there is always a better way

Continue to the next step 

Home of Industrial Ideas Storyselling game

Form a team, choose a circle and follow each clickable step. The result will be great stories that support sales, recruitment and future growth!



3



Each player shares their true story with the group.

Continue to the next step

Home of Industrial Ideas Storyselling game

Form a team, choose a circle and follow each clickable step. The result will be great stories that support sales, recruitment and future growth!



4



The group decides which story to develop further.



5 mins

Continue to the next step

Home of Industrial Ideas Storyselling game

Form a team, choose a circle and follow each clickable step. The result will be great stories that support sales, recruitment and future growth!



5



15 mins

Group works together to create the story script. Note taker captures it in the online story form.

[Click here to go to the online form](#)

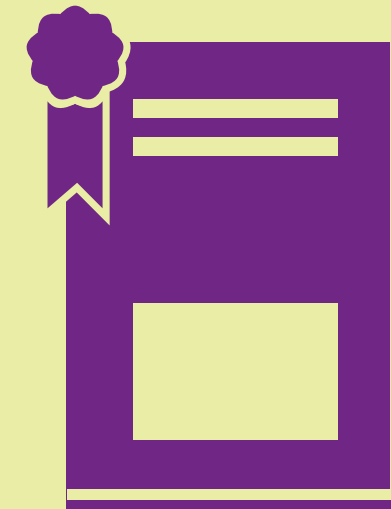
[Continue to the next step](#)

Home of Industrial Ideas Storyselling game

Form a team, choose a circle and follow each clickable step. The result will be great stories that support sales, recruitment and future growth!



6



Group decides on a dream title for the story.



5 mins

Continue to the next step

Home of Industrial Ideas Storyselling game

Form a team, choose a circle and follow each clickable step. The result will be great stories that support sales, recruitment and future growth!



7



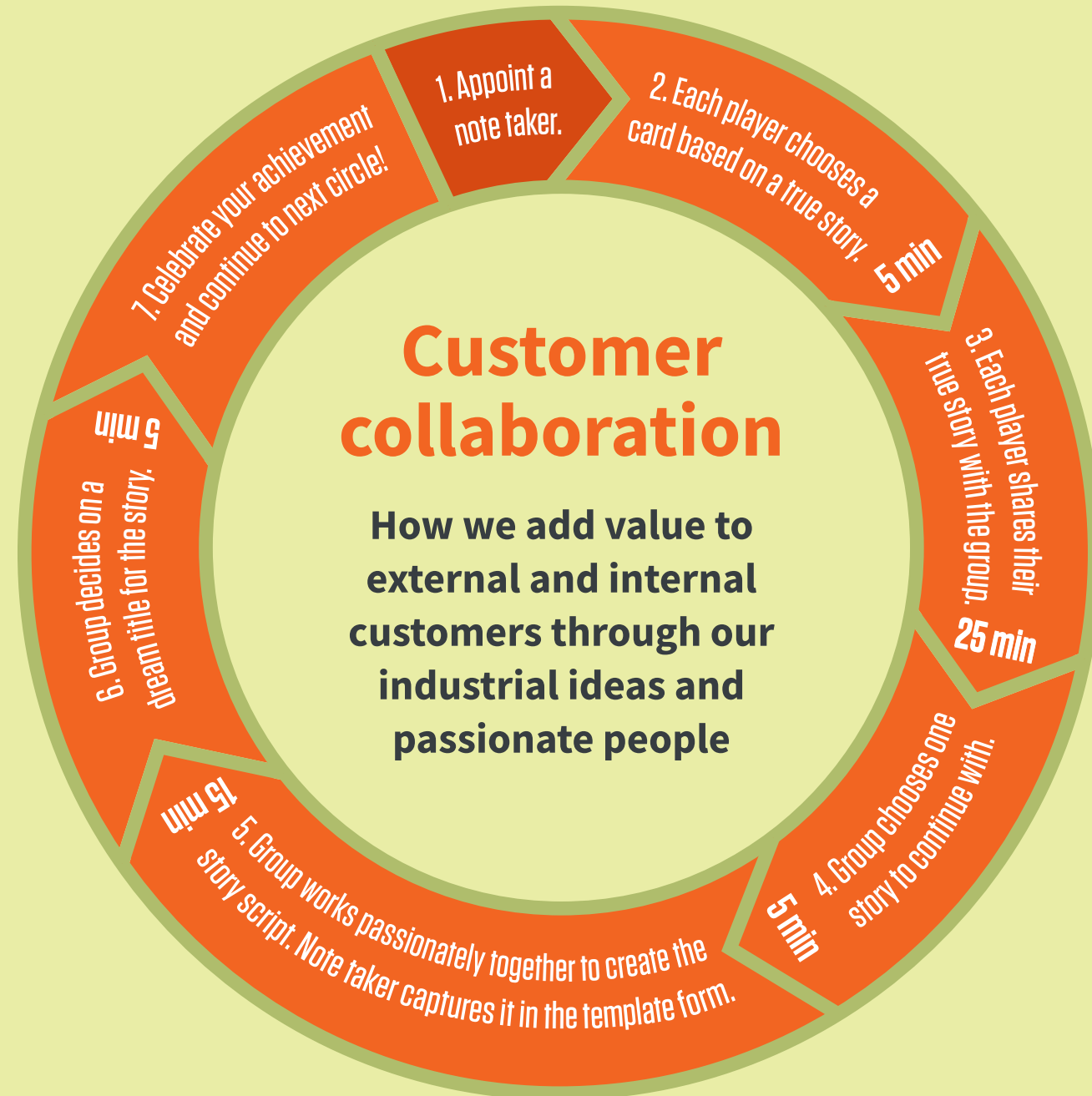
**Celebrate your achievement!
If you wish, continue with
a new circle.**

[Click home to select another circle to continue playing](#)



Home of Industrial Ideas Storyselling game

Form a team, choose a circle and follow each clickable step. The result will be great stories that support sales, recruitment and future growth!



1



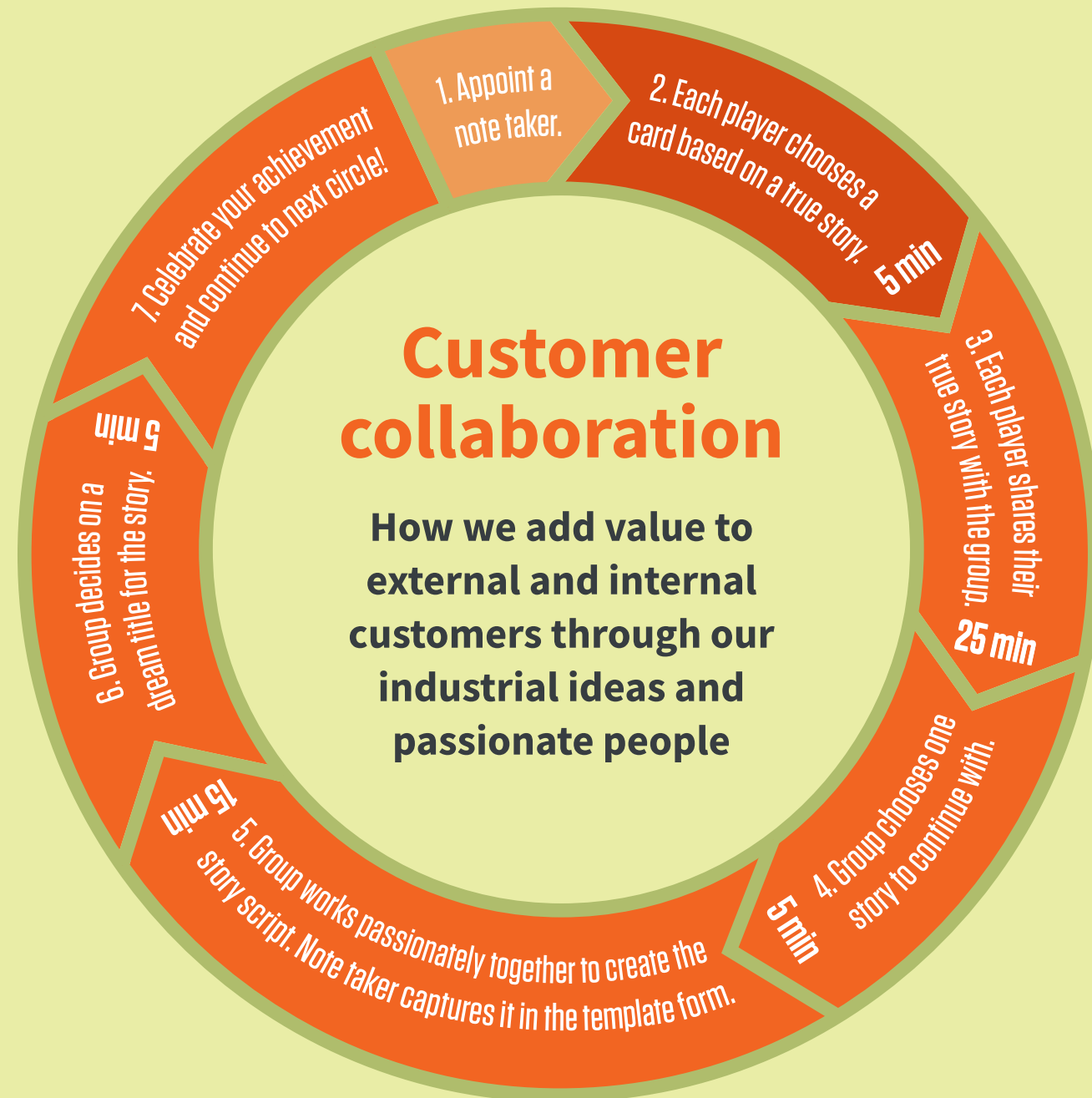
Appoint a note taker.

Continue to the next step



Home of Industrial Ideas Storyselling game

Form a team, choose a circle and follow each clickable step. The result will be great stories that support sales, recruitment and future growth!



2

**Click on the deck of cards.
Read all cards together. Each
player then chooses a card
related to a true story.**



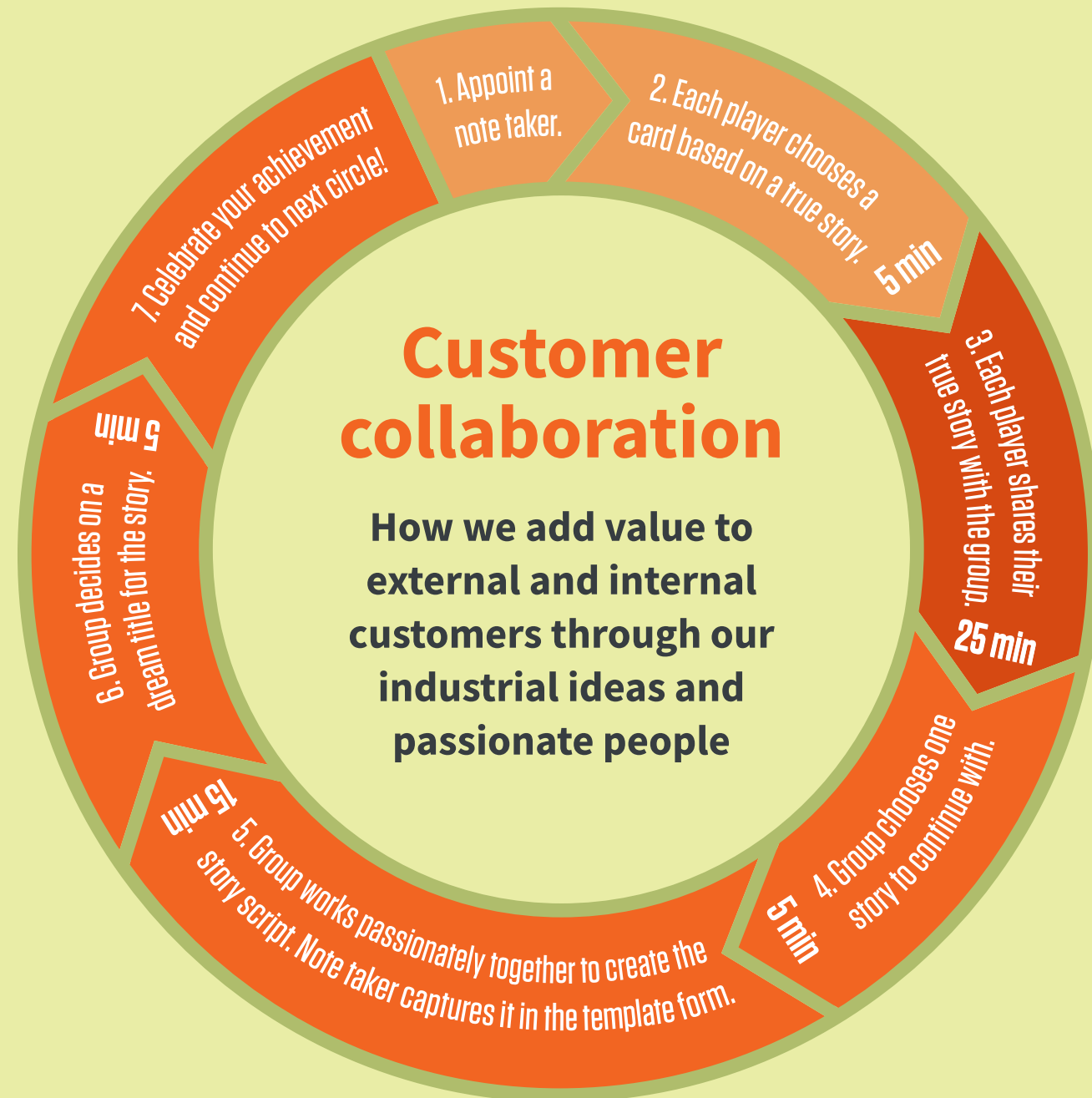
- 01 Our solutions are designed to meet customer needs
- 02 We are present and help customers solve problems
- 03 We help our customers act in a safe way
- 04 We help our customers act in an ethical way
- 05 We collaborate with our customers to find the best solutions
- 06 Customers can rely on our expertise
- 07 We bring our customers peace of mind
- 08 Our solutions help customers reduce costs
- 09 Our solutions help customers save energy
- 10 Other
- 11 Our solutions help customers reduce their environmental footprint
- 12 Our ideas improve our customers processes

Continue to the next step



Home of Industrial Ideas Storyselling game

Form a team, choose a circle and follow each clickable step. The result will be great stories that support sales, recruitment and future growth!



3

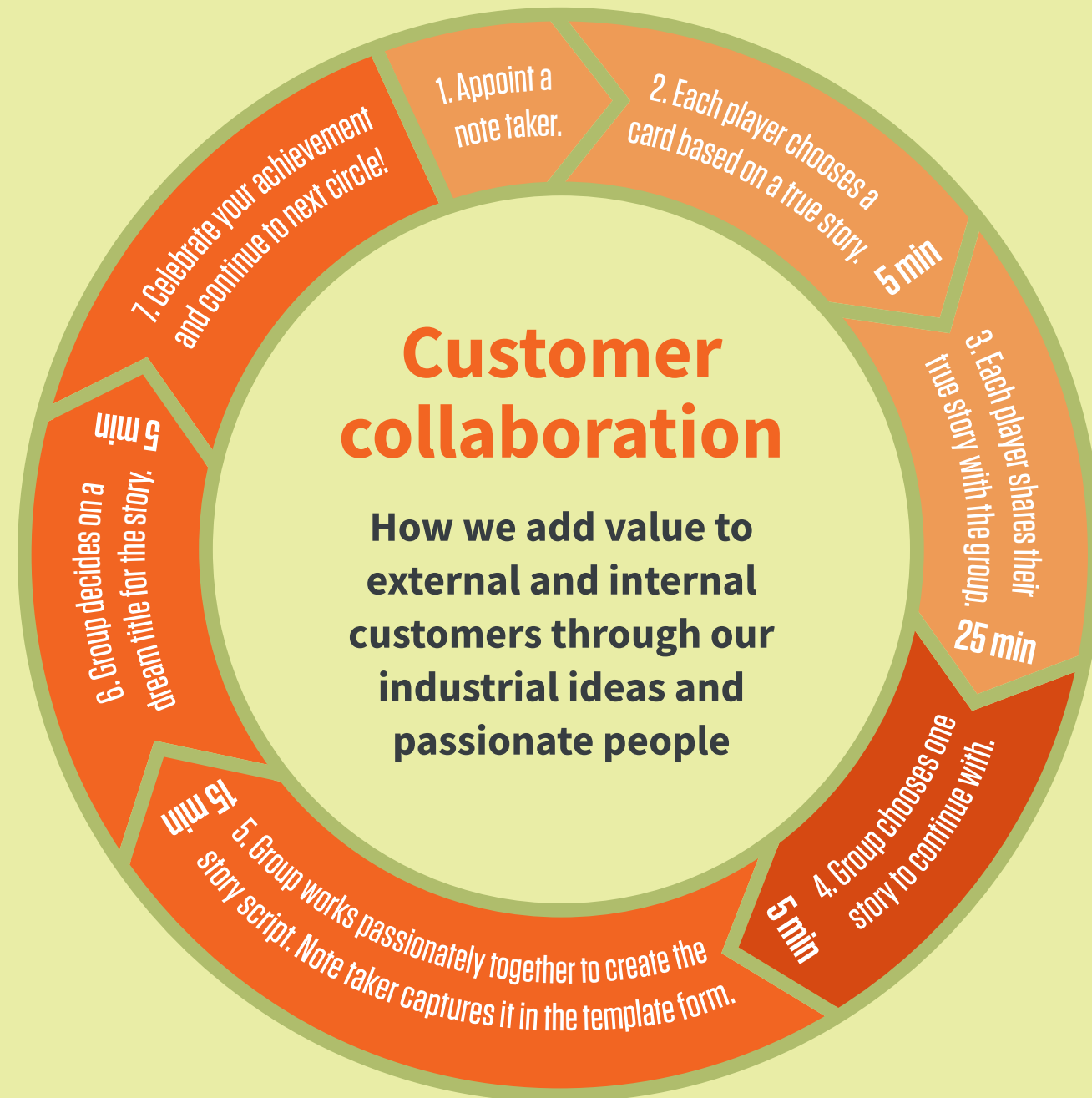


Each player shares their true story with the group.

Continue to the next step

Home of Industrial Ideas Storyselling game

Form a team, choose a circle and follow each clickable step. The result will be great stories that support sales, recruitment and future growth!



4



The group decides which story to develop further.

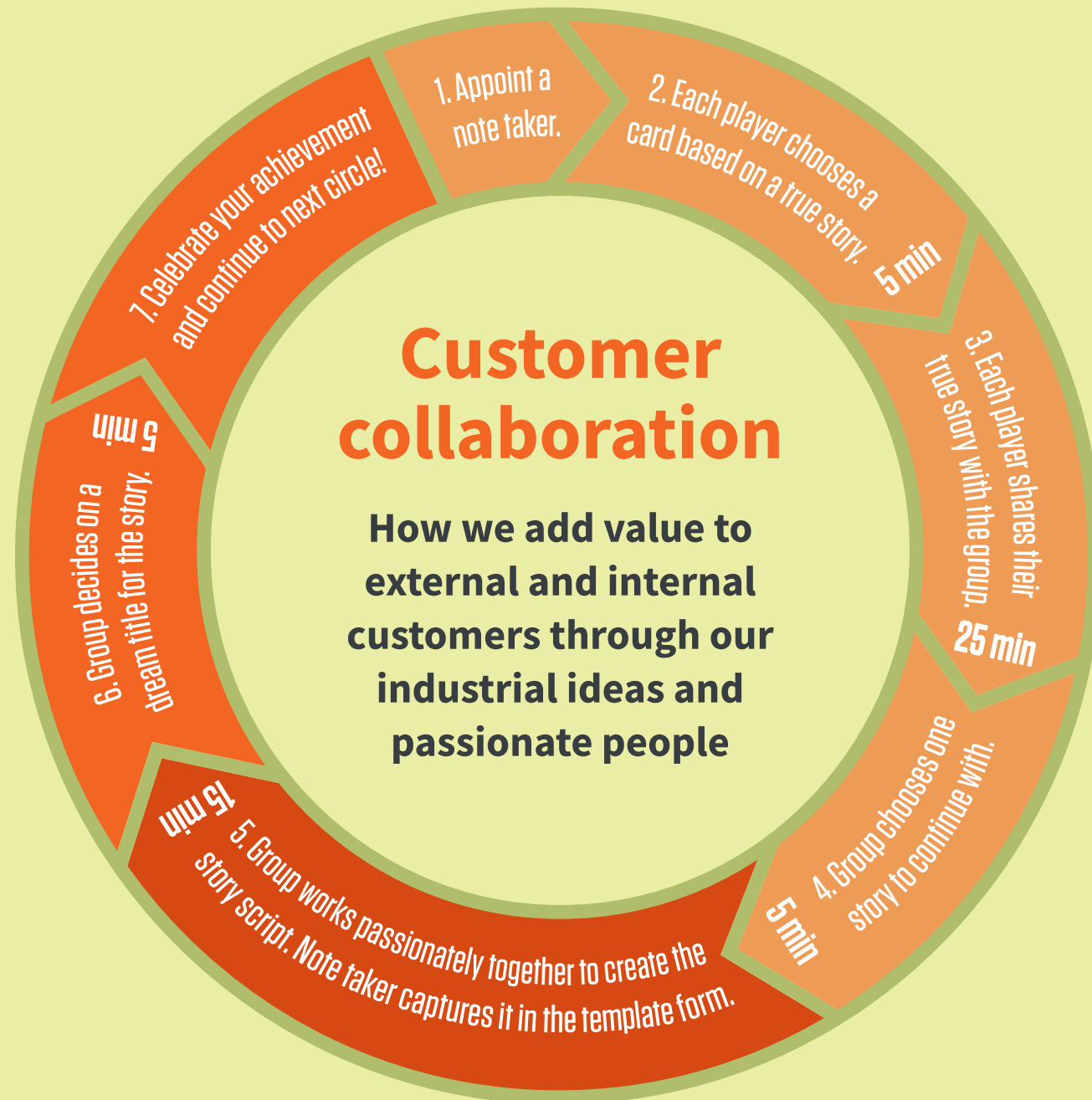


5 mins

Continue to the next step

Home of Industrial Ideas Storyselling game

Form a team, choose a circle and follow each clickable step. The result will be great stories that support sales, recruitment and future growth!



5



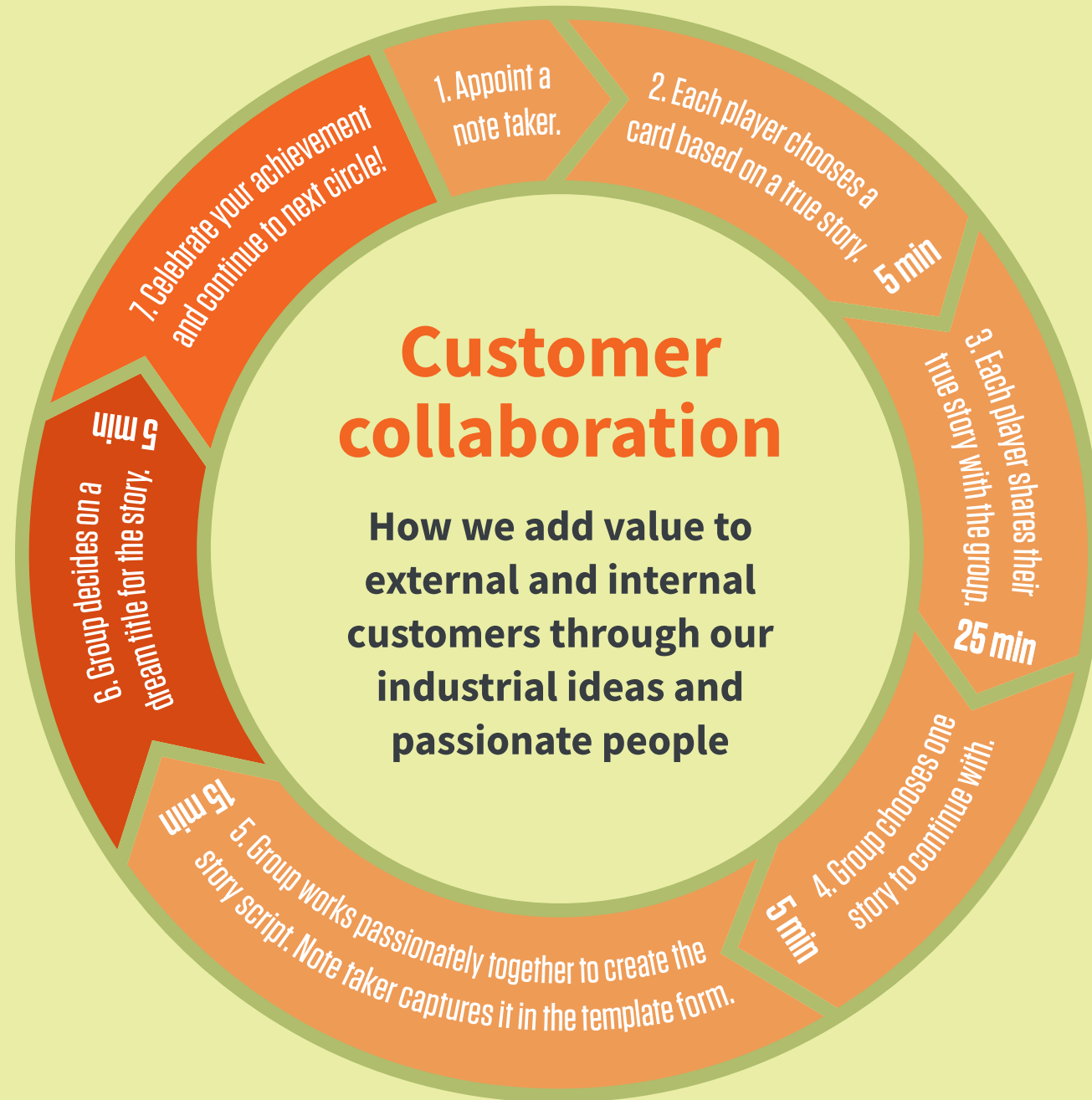
Group works together to create the story script. Note taker captures it in the online story form.

[Click here to go to the online form](#)

[Continue to the next step](#)

Home of Industrial Ideas Storyselling game

Form a team, choose a circle and follow each clickable step. The result will be great stories that support sales, recruitment and future growth!



6

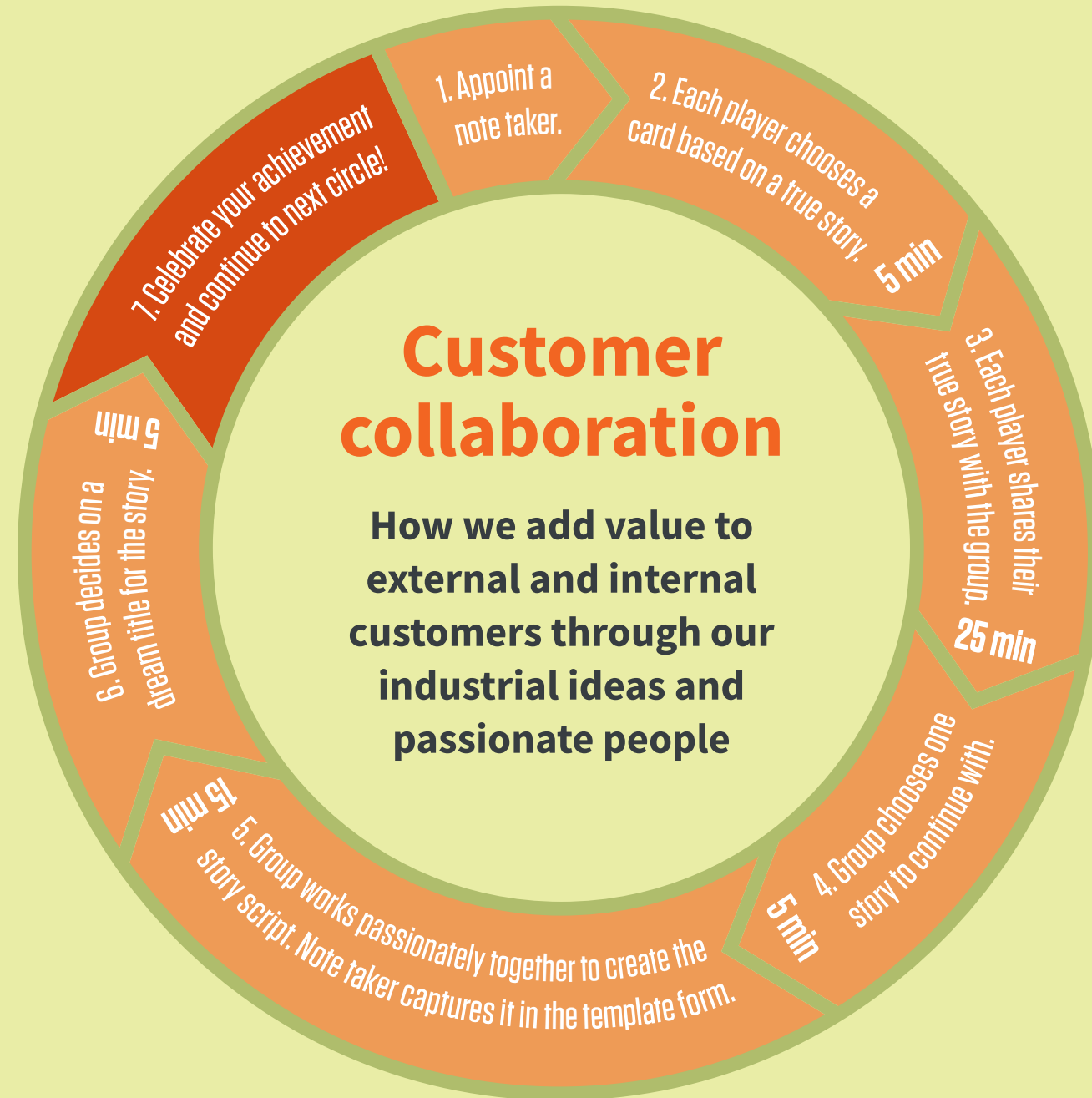


Group decides on a dream title for the story.

Continue to the next step

Home of Industrial Ideas Storyselling game

Form a team, choose a circle and follow each clickable step. The result will be great stories that support sales, recruitment and future growth!



7



Celebrate your achievement!
If you wish, continue with a new circle.

[Click home to select another circle to continue playing](#)



Home of Industrial Ideas Storyselling game

Form a team, choose a circle and follow each clickable step. The result will be great stories that support sales, recruitment and future growth!



1



Appoint a note taker.

Continue to the next step



Home of Industrial Ideas Storyselling game

Form a team, choose a circle and follow each clickable step. The result will be great stories that support sales, recruitment and future growth!




2

**Click on the deck of cards.
Read all cards together. Each
player then chooses a card
related to a true story.**



- 01 Our solutions support hospitals
- 02 We work together with our suppliers to create the best solution
- 03 We enable safe and reliable production of necessities
- 04 Our solutions reduce environmental impact
- 05 Our ideas create a better tomorrow
- 06 Families all over the world benefit from our solutions
- 07 Our solutions help people travel
- 08 Our solutions help build sustainable cities
- 09 We create job opportunities
- 10 We help out in time of crisis
- 11 We work closely with schools and universities
- 12 We welcome new employees
- 13 Other

Continue to the next step 

Home of Industrial Ideas Storyselling game

Form a team, choose a circle and follow each clickable step. The result will be great stories that support sales, recruitment and future growth!



3




25 mins

Each player shares their true story with the group.

Continue to the next step

Home of Industrial Ideas Storyselling game

Form a team, choose a circle and follow each clickable step. The result will be great stories that support sales, recruitment and future growth!



4



The group decides which story to develop further.



5 mins

Continue to the next step

Home of Industrial Ideas Storyselling game

Form a team, choose a circle and follow each clickable step. The result will be great stories that support sales, recruitment and future growth!



5



Group works together to create the story script. Note taker captures it in the online story form.

[Click here to go to the online form](#)

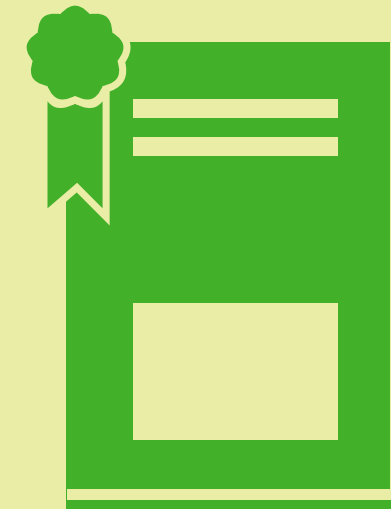
[Continue to the next step](#)

Home of Industrial Ideas Storyselling game

Form a team, choose a circle and follow each clickable step. The result will be great stories that support sales, recruitment and future growth!



6



Group decides on a dream title for the story.



5 mins

Continue to the next step

Home of Industrial Ideas Storyselling game

Form a team, choose a circle and follow each clickable step. The result will be great stories that support sales, recruitment and future growth!



7



Celebrate your achievement!
If you wish, continue with a new circle.

[Click home to select another circle to continue playing](#)

