

Leading change is tough.
Until you have the right story.



April 2025

You've got the plan. The strategy. The timeline.

But here's the thing.

Nothing changes without the willingness to change.
And that willingness doesn't come from spreadsheets,
Gantt charts or bullet points.

It comes from a story — compelling, credible
and motivational.

A story does what data alone cannot: it inspires
action, sparks energy and fuels belief.

Facts inform. Stories move us.

A story turns sceptics into believers and
passengers into drivers.

It takes us on a journey — a bold, ambitious quest
with heroes, villains and obstacles.

Sound familiar?

That's your change programme waiting to be told.

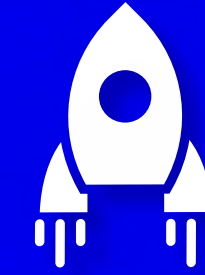
For 60 years, we've been helping organisations craft stories that:



Captivate hearts and minds,
not just hands and feet.



Spark urgency and ownership,
not confusion and fatigue.



Fuel bold action,
not passive compliance.

This is storytelling with purpose. Storytelling with impact.
Storytelling that transforms.

Your change strategy lays the foundation.

We build the belief.

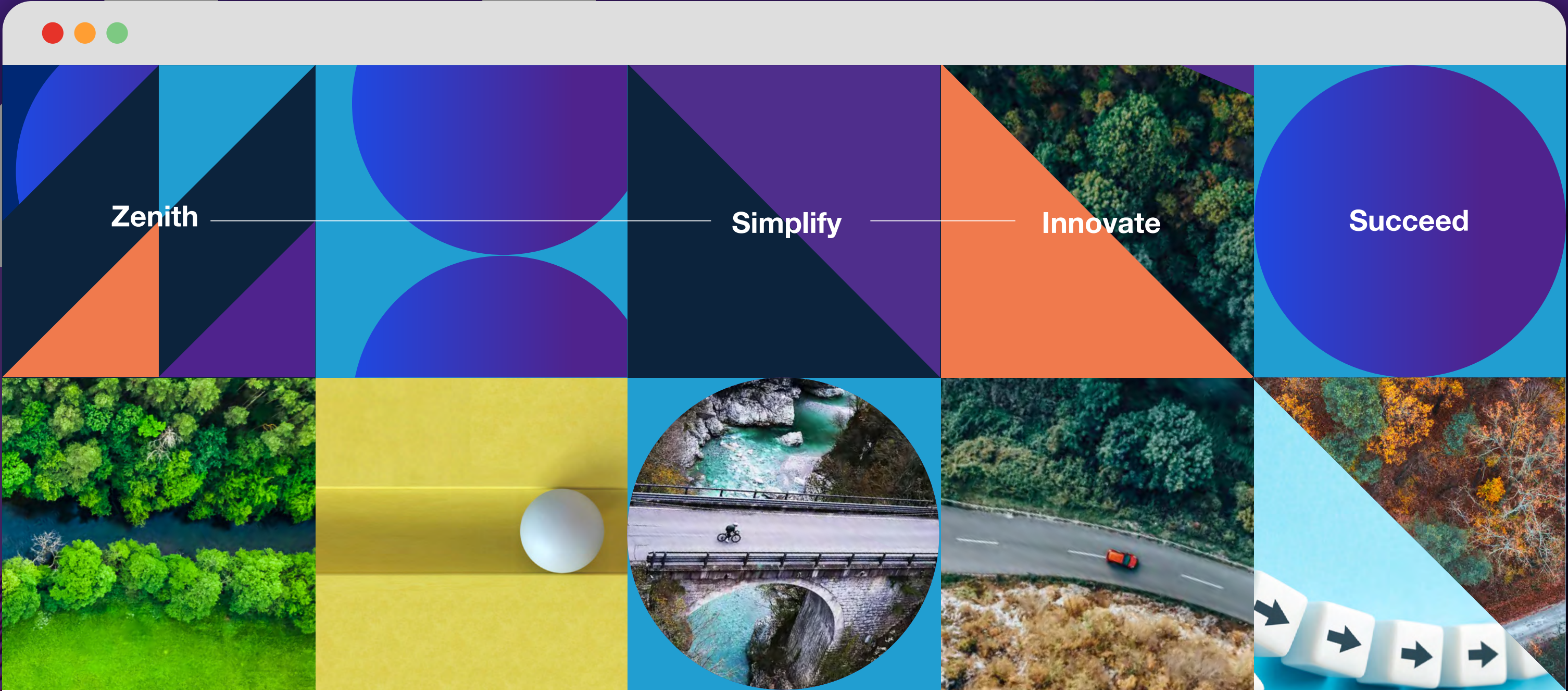
We keep good company

AB is trusted by many of the world's most complex, high-profile organisations with their change communications.





We partnered with Spirax Sarco, the global engineering powerhouse, to craft a compelling narrative that brought its complex, business-wide IT transformation to life.



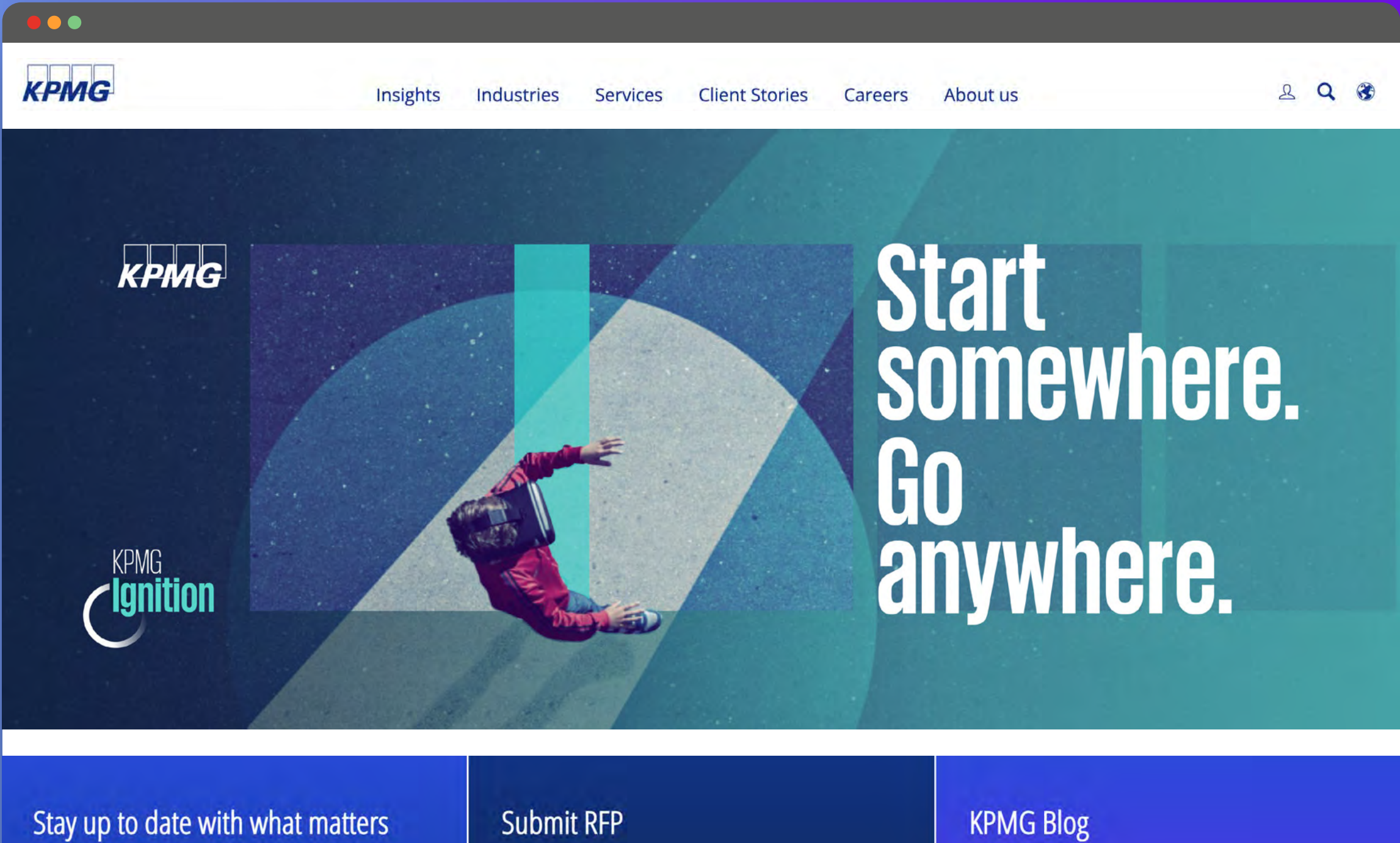
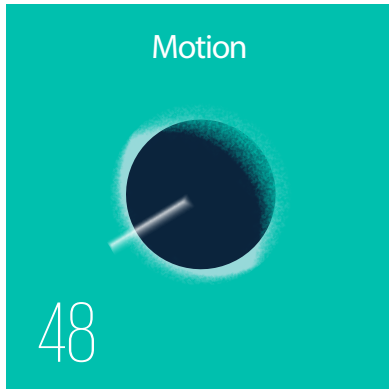
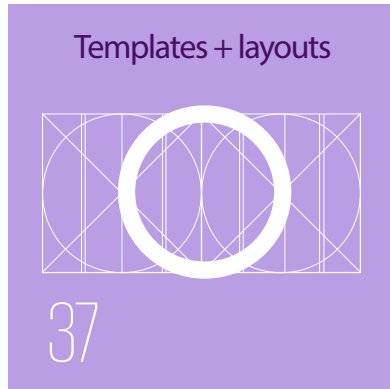
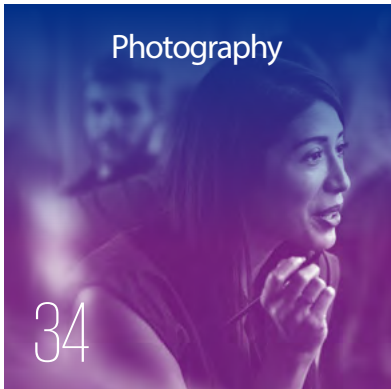
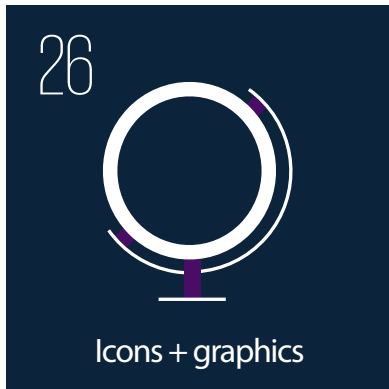
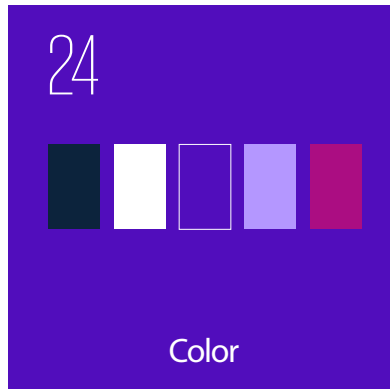
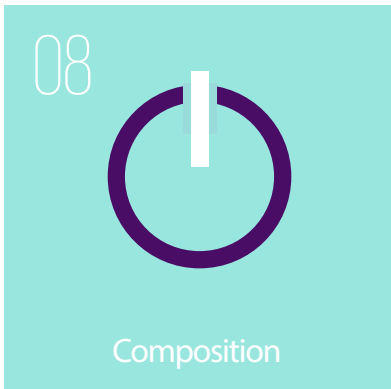
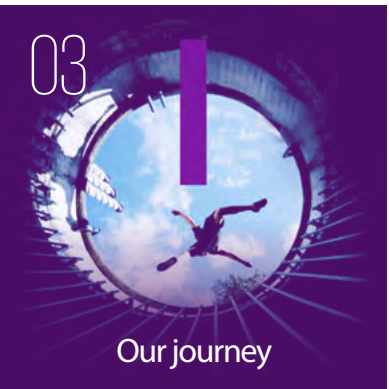
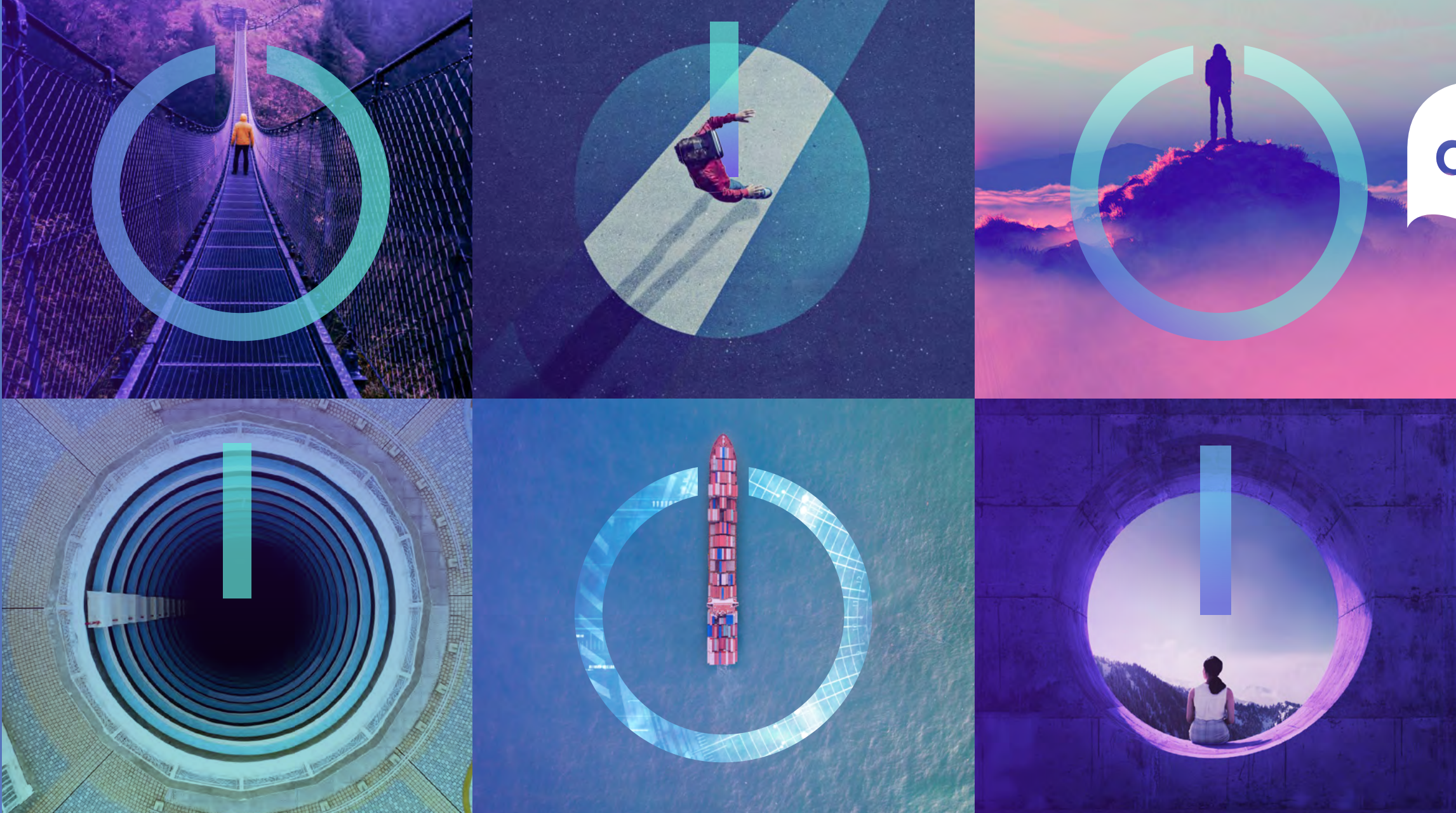
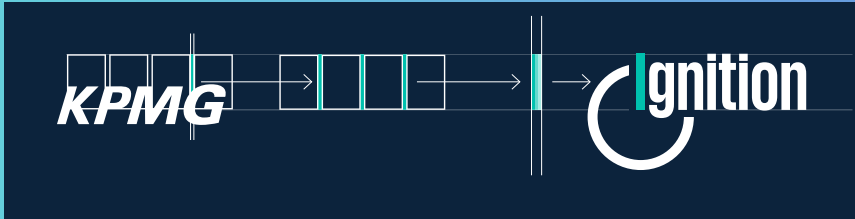
Zenith

Building on our legacy, shaping our future



For more than 130 years, Spirax Sarco has been driven by an unwavering commitment to customer service and engineering excellence. Within Steam Thermal Solutions, we have applied our expertise and strong customer connections

For the global consultancy KPMG, we shaped the story that launched its Ignition centres — dynamic spaces designed for collaborative problem-solving and innovation.

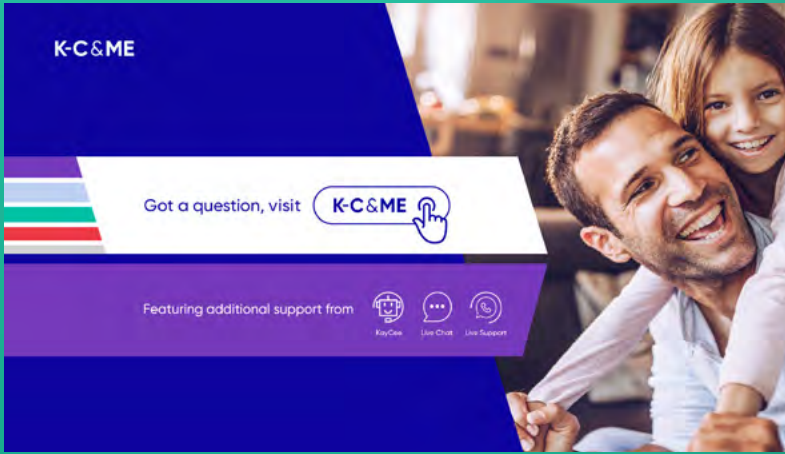


We work with one of the world’s busiest capital city transport networks — Transport for London — to engage its diverse workforce in the ongoing upgrade of its operations.



MODERNISING THE TUBE

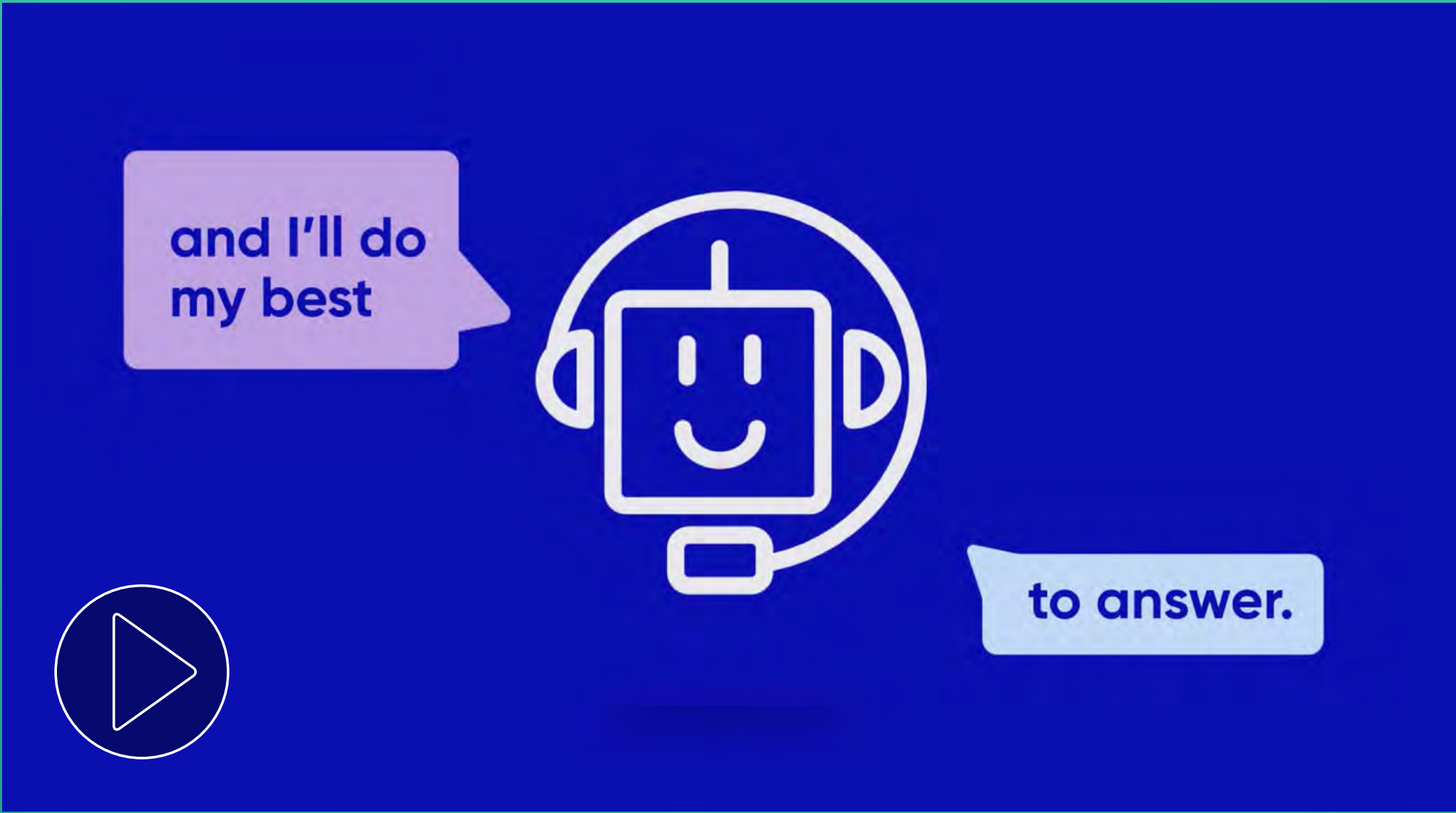




For the global giant Kimberly-Clark, we told the story of its new approach to HR, evolving from a traditional HR operation to a self-service, digitally-enabled business function.



Just type your question



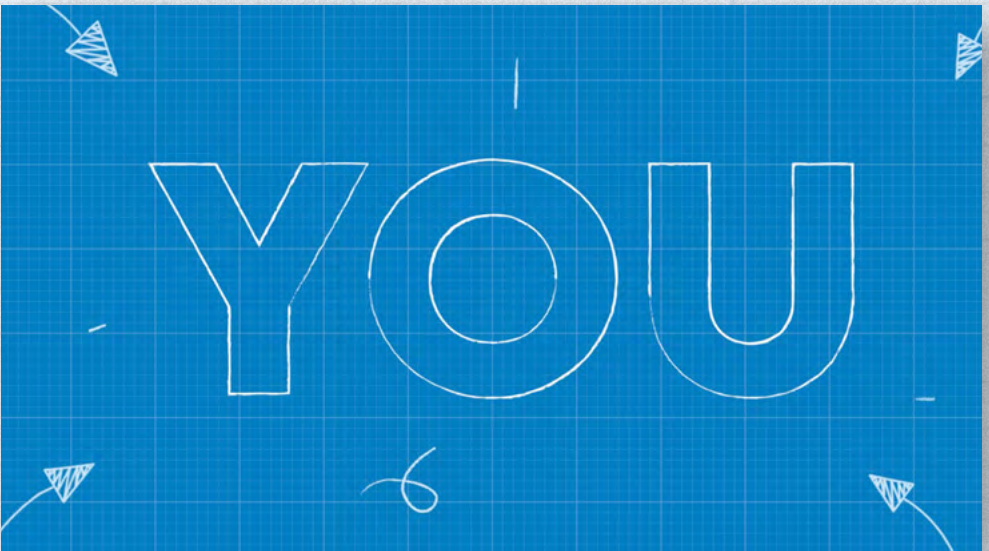
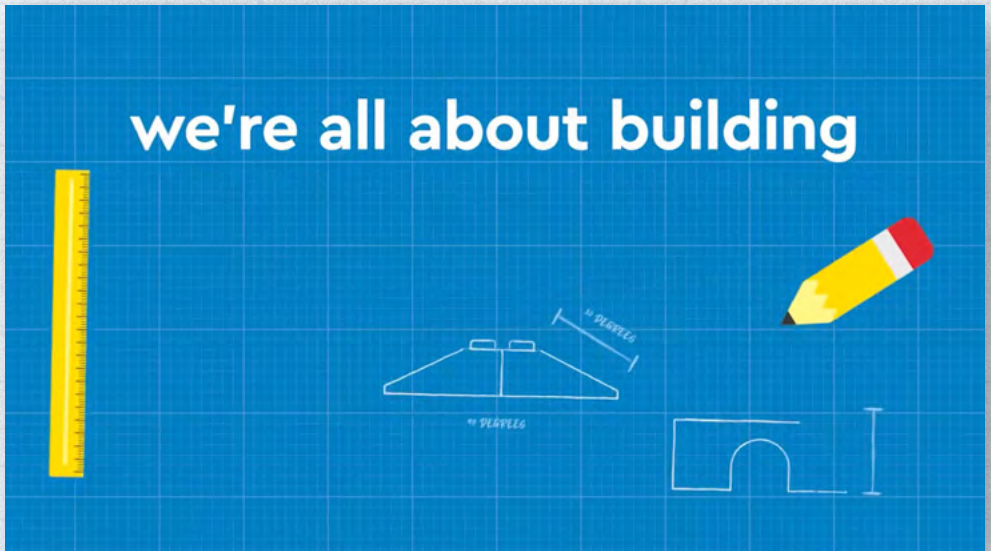
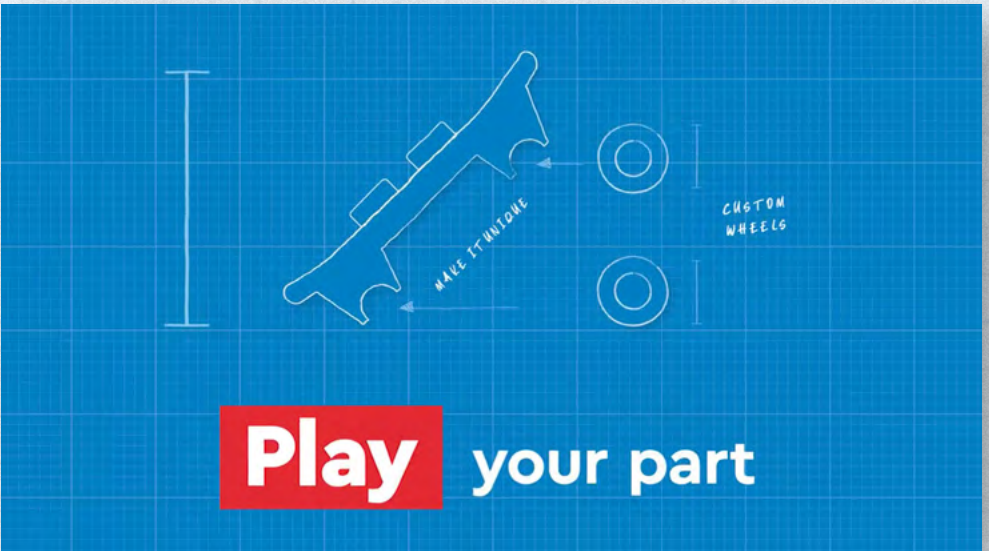
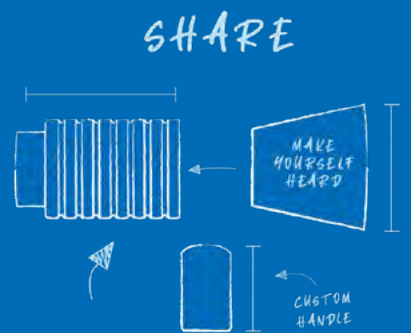
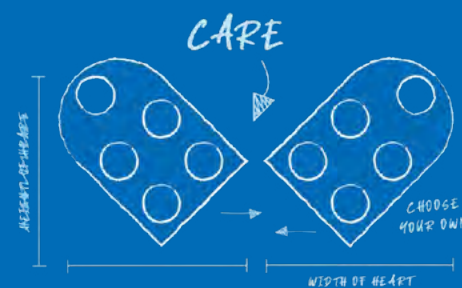
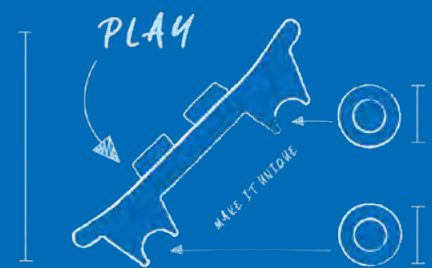


Our partnership with the LEGO Group spans multiple projects, including a playful yet powerful internal campaign that turns employees into brand guardians.



It's as simple as

	Play
Care	
	Share





Are you ready to turn
your transformation
plan into a movement?

Let's talk.

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ab

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AB – the world's first internal
communications agency
Est. 1964