

The Story Cube **Manifesto**

Nothing can guarantee success, but if you have a good helping of the following, alongside your story, you're going to be well on your way.

Be Brave

Take calculated risks
to do great things

Embrace failure

Learn much more from the hiccups
than the easy victories

Stay positive

Nobody (customers, investors, staff,
partners) wants to work with a moaner

Be Helpful

Give liberally to people (advice, time,
support, custom) and it will come
back to you tenfold

When in doubt, do

Even the best plans and strategy alone
won't cut it without some action

Michael & Robbie

Michael Murdoch & Robbie Dale
Co-founders of Story Cube