

# louis richardson

*"People are no longer buying goods and services. They are buying stories, relations & magic."* Seth Godin

Many of us live at the intersection of people and technology. And it's at that complex crossroad that many organizations and individuals suffer from not having or not hearing the proper story. Every day, awesome solutions are ignored because lesser solution providers have better stories.

**I help people imagine**

*"People will forget what you said, they will forget what you did, but they will never forget how you made them feel."*

Maya Angelou

I'm a storyteller not just by title but also by nature. I'm an optimistic visual thinker and enjoy tapping into the creativity of others. I believe in the potential of people and have a passion to help individuals recognize and realize their individual and corporate visions.

**I help people feel.**

*"People don't care how much you know until they know how much you care."*

Theodore Roosevelt







I've been honored to invest my career in a diverse set of creative and challenging roles and industries. This experience allows me to understand and relate to a broad range of audiences. I'm comfortable relating to audiences from board rooms to break rooms.

**I help people trust.**

*"If you make meaning, you'll make money."* Guy Kawasaki

We make decisions with our heart and then justify them with our minds. Pull on the heart and the wallet pops out. All too often we tell the 'what' and the 'how' which satisfies the mind, but we fail to get the audience to move. It's because we've not shared the 'why'.

**I help people decide**

 [www.creativitycrisis.com](http://www.creativitycrisis.com)  
 [linkedin.com/in/louisrichardson](https://www.linkedin.com/in/louisrichardson)  
 [twitter.com/intervivos](https://twitter.com/intervivos)  
 [slideshare.net/louisrichardson](https://www.slideshare.net/louisrichardson)  
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## CHIEF STORYTELLER

I know how to connect to an audience

## SALES EXECUTIVE

I know the challenges of selling solutions

## BUSINESS PARTNER

I know the value and impact of partners

## VP of MARKETING

I know the value of good messaging

## DIR of OPERATIONS

I know the concerns of daily business operations

## BUSINESS CONSULTANT

I know how to listen and think on my feet

## TECH SALES SPECIALIST

I know the importance of great technology

## DIR of IMAGING & DOC MGMT

I know how to design and run production systems

## TECH PUBS MGR

I know the power of great visual communications

## SYSTEMS ANALYST

I know how to make a great app

## TYPESETTING SUPERVISOR

I know the power of the written word

## GRAPHIC ARTIST

I know there is a creative soul in all of us

*"I'm an energetic creative with a mind for business and I'm looking for an innovative company with leaders who enjoy tackling meaningful problems."*

*Let me know how I can be of service.*

Louis Richardson  
1741 Rugby Road  
Marietta, GA 30062  
404-374-8455

[louis@creativitycrisis.com](mailto:louis@creativitycrisis.com)