



IMD business school launches MY STORY - Create the movie of your life

A chance to win customized personal development sessions at IMD

Lausanne, Switzerland (March 11, 2013) – Life isn't about finding yourself, it's about creating yourself. That's the concept behind *MY STORY*, the latest brand engagement initiative from IMD, a top-ranked global business school. In an online platform, *MY STORY* invites the public to create a movie uniquely based on personal experiences and successes. Officially launching March 11th, (<http://mystory.imd.org>), *MY STORY* will run through June 2nd.

"At IMD we usually have a rational approach, but brands are also built on emotion in the minds of consumers," said Dominique Turpin, IMD President and Professor of Marketing and Strategy. "*MY STORY* is about linking one's developmental journey with emotions, just like undergoing a learning program sparks emotion."

By drawing on a your past, present and future, *MY STORY* builds a movie by taking you through three life stages: the curious child, the passionate adolescent and the inspired adult. The experience is enhanced with help from Google Maps, LinkedIn and Facebook, which provide data sharing to personalize each movie. For the integration of these tools, both LinkedIn and Google Maps have already pegged *MY STORY* to be featured in their "LinkedIn Business Cases" and "Google Maps Showcases."

The Dream Gallery & Contest

In addition to movie creation, *MY STORY* invites users to share a professional or developmental dream for their future. By publicly sharing a dream in the *MY STORY* dream gallery, <http://mystory.imd.org/#/dream-s-gallery/>, users will be entered for a chance to win customized personal development sessions at IMD. Based on the thoughtfulness of the dreams submitted, a committee at IMD will select three winners. Prizes include travel to IMD and sessions will take place over six months.

MY STORY is designed to be shared with friends and family and is best experienced by creating a movie from a computer where pictures are stored. IMD does not collect or store any personal data with *MY STORY* and the platform will only operate from devices that allow for flash.

With the many complex layers of the platform, *MY STORY* took over 1 year to produce. Red Steam Multimedia provided the platform code development and graphical and idea creation were implemented by Die Seitenschneider. The overall concept was designed collaboratively with IMD's marketing and communications team and IT, involving feedback from various IMD Faculty members, the IMD Management Team, Alumni Club Presidents and executives from LinkedIn, Facebook and Google Maps.

Create the movie of your life now with *MY STORY*. It's free and it's fun.

About IMD

IMD is a top-ranked business school. We are the experts in developing global leaders through high-impact executive education.

Why IMD? We are 100% focused on real-world executive development; we offer Swiss excellence with a global perspective; and we have a flexible, customized, and effective approach.

We work with our clients – individuals, teams and organizations – to resolve their issues, build capabilities and prepare for the future. Delivered from our campus in Switzerland and key locations worldwide, our programs and services combine practical experience, thought leadership and a global mind-set. (www.imd.org)

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