

Businesses With Stories: Tom Urbaniak

Tom Urbaniak is a serial entrepreneur and investor who has built several successful businesses, including the online education company Udemy and the restaurant chain Honeygrow. He is also the co-author of the book "The Storyteller's Edge: How to Use Storytelling to Drive Business Success." In this article, we will explore some of Urbaniak's most notable ventures and learn how he has used storytelling to drive success.



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★★★★☆ 4.5 out of 5

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Screen Reader	: Supported
Enhanced typesetting	: Enabled
Word Wise	: Enabled
Print length	: 305 pages
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Udemy

Udemy is an online education platform that offers courses on a wide range of topics, from programming to cooking to photography. Urbaniak co-founded Udemy in 2010 with the mission of making education more accessible and affordable. Today, Udemy has over 50 million students and 150,000 courses available.

One of the key factors that has contributed to Udemy's success is its focus on storytelling. Each course on Udemy is created by an expert instructor who shares their own unique story and insights. This makes the learning experience more engaging and relatable for students.

For example, one of Udemy's most popular courses is "The Complete Python Bootcamp" by Jose Portilla. Portilla is a self-taught programmer who shares his personal journey of learning Python. His course is full of practical tips and advice, and it has helped over 1 million students learn to code.

Honeygrow

Honeygrow is a fast-casual restaurant chain that specializes in healthy and delicious salads, stir-fries, and wraps. Urbaniak co-founded Honeygrow in 2012, and the company has since grown to over 50 locations across the United States.

One of the things that sets Honeygrow apart from other fast-casual restaurants is its focus on storytelling. Each dish on the menu is inspired by a different story, and the company's marketing campaigns often feature real customers sharing their experiences with Honeygrow.

For example, one of Honeygrow's most popular dishes is the "The General Tso's Bowl." This dish is inspired by the story of a Chinese immigrant who came to the United States and opened a successful restaurant. The General Tso's Bowl is a modern take on the classic General Tso's chicken dish, and it has become a favorite among Honeygrow customers.

The Storyteller's Edge

In his book "The Storyteller's Edge," Urbaniak shares his insights on how businesses can use storytelling to drive success. He argues that stories are a powerful way to connect with customers, build trust, and create a lasting impression.

Urbaniak offers a number of tips for businesses on how to use storytelling effectively. He recommends starting with your own personal story, and then sharing stories from your customers, employees, and partners. He also emphasizes the importance of using stories to create a consistent brand identity.

"The Storyteller's Edge" has been praised by business leaders and entrepreneurs alike. It is a valuable resource for any business that wants to use storytelling to drive success.

Tom Urbaniak is a successful entrepreneur and investor who has built several businesses with strong stories. He is a strong believer in the power of storytelling, and he has used it to drive success in all of his ventures.

If you are looking to build a successful business, I encourage you to learn from Tom Urbaniak's example. Focus on telling stories that connect with your customers, build trust, and create a lasting impression.



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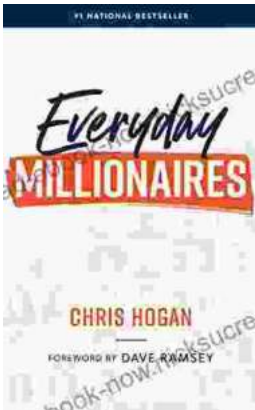
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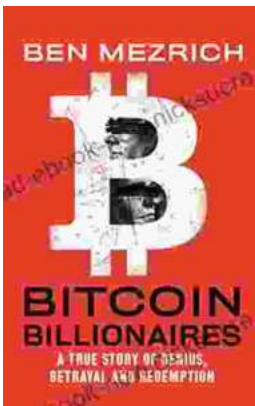
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