

Oratory Glory

Agency Primer

Fall | Winter 2023

About Us

Oratory Glory is a media lab and creative agency championing self and communal actualization through work. Our guiding belief is that actualized individuals inspire innovation and instigate necessary change. So, we aim to be a lighthouse (and sometimes, an accelerant) along the paths of those committed to fulfilling their potential. The heart of our work is co-creating avenues for humans to cultivate the social-emotional skills paramount to shaping equitable futures.

Our sweet spot encompasses the intersections of **self-development, storytelling, internal + external communication, project ideation, and iterative systems-wide change**. Through this lens, we **conduct research, produce transmedia stories, create artifacts, conceptualize experiences, solutions, and mid- to long-term change management** that inspires self-discovery, bold creative expression, and collaborative communication — all in the name of empowering evolving creators to own their voice and leave their mark.

Media Lab:

- Research
- Transmedia storytelling
- Articles
- Case studies
- Experimental audio + film

Creative Agency:

- B2B creative consulting
- Transformational change management
- Strategic communication (internal + external)
- Partnered research + insights
- Content & campaign creation
- Learning and talent development strategy + programming

Select Client & Partner List

AmCham China

Apple / Today at Apple

beneficial state foundation

Berlin Music Commission

CODE2040

College Track

Community Vision (fka Northern California Community Loan Fund)

CultureStrike

DigitalNEST

Haverford College

Mailchimp

MEC

MoveOn

NEW INC

The Next Web

Oberlin College and Conservatory

Pinterest

Salt Point Seaweed

Skillshare

Spotify

Squarespace

Syngenta

University Innovation Fellows

University of St. Thomas

WarnerMedia

WeTransfer

YBCA

Yonex Co., Ltd

Zoo Labs

Meet the Team

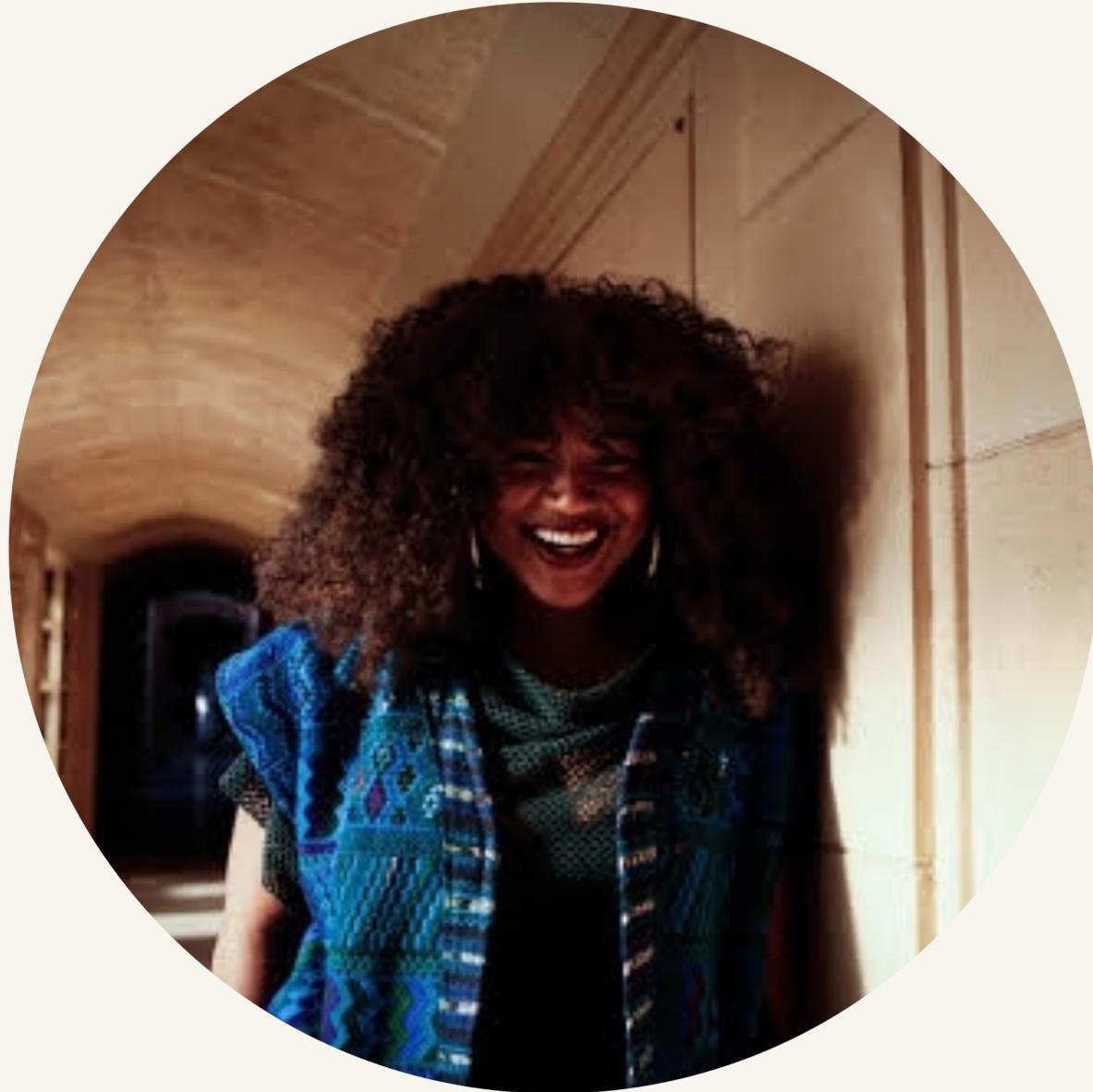


Holley M. Kholi-Murchison

SHE • THEY • H

PARTNER, AGENCY AND MEDIA LAB DIRECTOR

[Holley](#) is an artist and cultural geographer with an affinity for ideation, storytelling and talent development. They study the human condition and human potential within and outside of the workplace and conjure stories and solutions for how people can transform places, places can transform people, and people can transform themselves and each other. With a 15-year background in ethnographic research, artist management, LTD strategy, facilitation and instructional design, she dreams up pathways for us to support creators in thriving at work they love, on their own terms.



Dr. Kholi Murchison

SHE • THEY • OUR

PARTNER, COMMUNITY AND COMMUNICATIONS DIRECTOR

[Kholi](#) is a femme-presenting nonbinary diviner of Black queer magic who's been defining brands and gathering and growing communities for almost 15 years. As a writer, researcher, entrepreneur, and growth strategist—she merges intellect, enterprise, and a commitment to justice in service to values-led, community-serving for- and non-profit brands and businesses of all sizes. Her work and advocacy are guided by ancestor Toni Cade Bambara's queerly uncomplicated question: “Are you sure, sweetheart, that you want to be well?”



Shanna Keller

SHE • HER
COMMUNITY AND CONTENT STRATEGIST

[Shanna](#) is a dynamic and visionary communications and marketing professional obsessed with brand, content, and community. She's collaborated on digital and live activations for brands like Chipotle, Whole Foods, and Our Place. Shanna's knack for working with founders and small teams allows her to create engaging, endearing brands; scale marketing strategy; and build activated and loyal communities around values, ideas, and products.

Outside of our trio, we have a collaborative peer network of multidisciplinary experts who jump at the chance to help solve grand challenges. Depending on the scope, we come together as needed for a range of different projects.

From educators, experience designers, and communication and content strategists; to research scientists, anthropologists, and curriculum developers, we have over 20 years of experience in strategic and leadership roles across advertising, education, entertainment, food, fashion, performing arts, tech and more.

Ways We Work

Transformational Change Management

Understanding change to be both necessary and constant, we help brands, businesses, and impactful leaders navigate profound shifts, and ensure successful adaptation to new paradigms, technologies, or dynamics - often through the lens of fundamental reevaluation and restructuring of core processes, systems, culture, overall identity.

Interconnected Elements:

Visionary Leadership, Strategic Planning, Stakeholder Engagement, Communication + Cultural Alignment

Visionary Leadership

Successful transformation begins with visionary leadership clearly articulating the need and parameters for change. We help leaders set the tone and demonstrate their commitment by aligning their actions, outlining strategic direction, and inspiring and implementing commitment across all levels of the organization.

Strategic Planning

A well-defined strategy serves as a roadmap for the transformation journey. We help **set clear objectives, identify potential challenges, foster strong decision-making around resource allocation, and design comprehensive plans** outlining each step of the transformation process.

Stakeholder Engagement

Engaging stakeholders - employees, customers, partners, even board members and shareholders - is crucial to transformational change management. We help **foster transparent communication, deep understanding, minimize resistance, and build a sense of shared ownership** in the change process.

Communication + Cultural Alignment

Transformative change often requires a shift in organizational culture. We help organizations cultivate **a shared mindset embracing adaptability and continuous learning** through the effective communication of change needs, expected outcomes, and various points of impact.

Talent development strategy and programming

In these complex, rapidly changing times, we understand the value of preparing leaders for the future. We conceptualize and produce bespoke curriculum, learning experiences, residencies, special events and systems that equip creators and multi-generational teams to act on their potential to make exponential impact.

Multimedia storytelling strategy, development and production

We envision artful, human-centered stories with a thoughtfully vetted network of artists, designers, producers, composers, directors, cinematographers, photographers, and researchers. Our storytelling approach helps clients serve and connect meaningfully with their communities over time.

Creative and cultural research

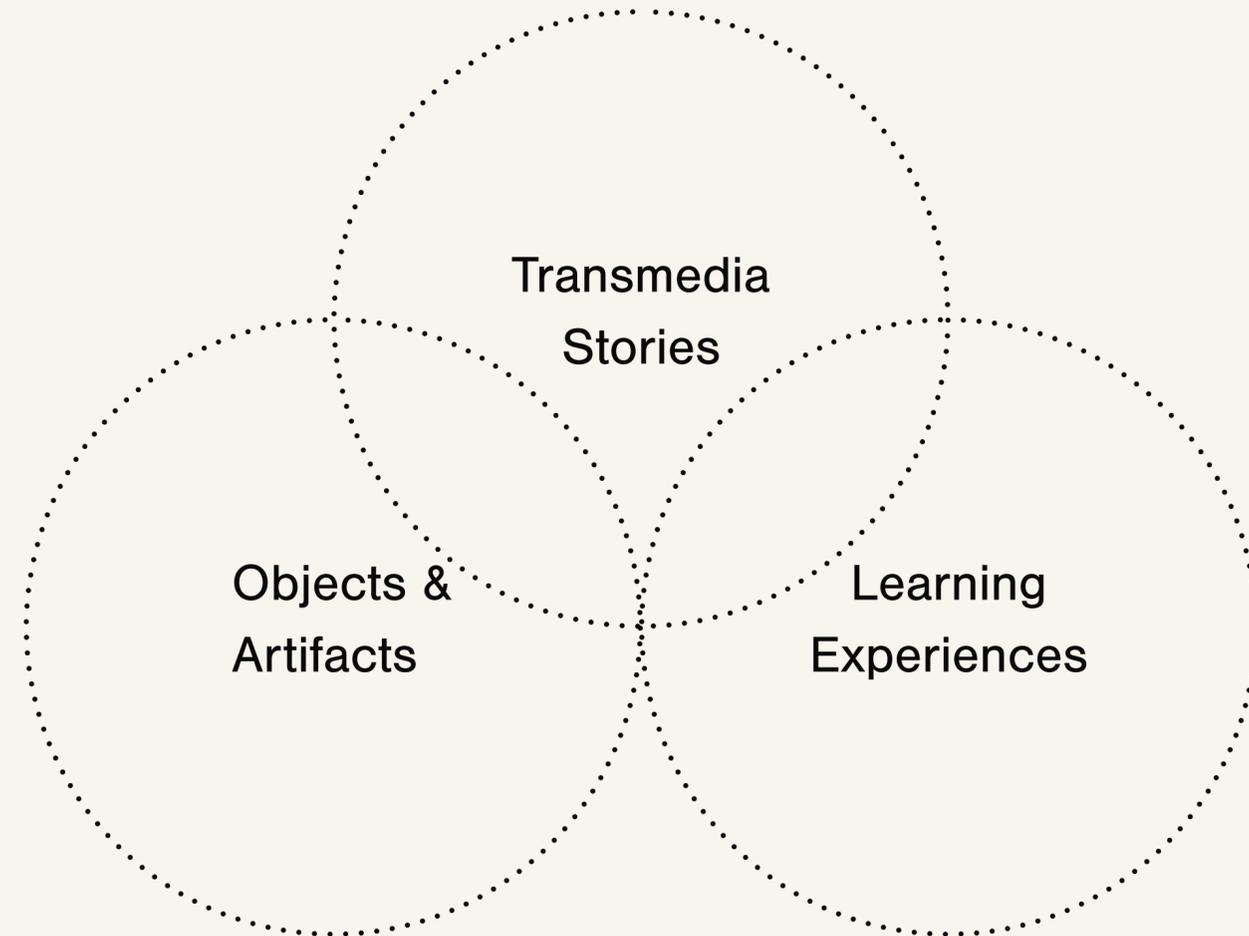
Knowing research to be a conduit for meaning-making, we conceptualize, supervise and conduct ethnographic and participatory action research to help teams and organizations:

- Enhance LTD strategy and identify opportunities for cross-team knowledge sharing and collaboration.
- Produce practical, refreshing multimedia stories, activations, programming, resources, campaigns and solutions.
- Leverage organizational storytelling to shape culture, diversify recruiting efforts, and raise brand awareness.

Case Studies

tmay

Tell Me About Yourself (TMAY) is an ecosystem of multimedia content, products, and learning experiences evolved from Holley's 6-step method and book of the same name. Designed for the enterprising individual looking to own their voice and leave their mark, TMAY helps them accurately and artfully define themselves, while merging and amplifying the arcs of their personal and professional journeys.



WEPRESENT by WeTransfer

In 2019 we teamed up with WeTransfer to create a TMAY audiovisual experience to live on their editorial platform, WePresent. The compilation of micro-podcasts and animated illustrations guides multidisciplinary professionals through compellingly and confidently navigating the awkward “*Tell me about yourself.*” question.



[\(click the image to view the experience\)](#)

TMAY's Impact

Since the book was published in 2017, the TMAY method has been iterated upon and developed into a podcast, tour, docu-series, music album, and 3 unique immersive learning experiences.



(numbers reflect data as of April 2020)



The Today at Apple Youth Program was designed to activate the radical imaginations of 39 youth ages 15-18 from around New York City. Over 14 weeks, youth learned storytelling, photography, video, art and design, and coding from top-level New York City-based artists and creative professionals. The program culminated in a portfolio featuring five creative projects in these disciplines.



(click the image to learn more about the program)



For the summer 2021 pilot of the program, we developed and facilitated a two-part orientation designed to teach participants the TMAY method to fold into their work across the program. We also helped develop and execute the final portfolio showcase for the program including crafting opening and closing remarks, conceptualizing program transitions and ways to include youth, and coaching presenters during rehearsals.



(click the image to learn more about the program)

SKILLSHARE.

We partnered with Skillshare to create a class for the personal and career development strand on their platform. It offers anecdotes, exercises, and strategies for multi-hyphenate professionals to identify their unique skills and gifts and use them to shape the career of their dreams. Since it launched in November 2020, the class has **26,584** students enrolled who've watched a total of **663,591** minutes.



(click the image to view the experience)

SKILLSHARE.

Building on the success of the dream career class, we partnered with Skillshare again to produce a new offering in their pilot ChromaCourse series of immersive offerings. For everyday creative professionals thinking through what's next in their careers, we designed the experience to walk them through our process of moving from idea to execution.



ChromaCourse
Build the Next Chapter of Your Career with Holley M. and Dr. Carrie Kholi-Murchison

Learn how to build a creative action plan for growth in this four-week, immersive Skillshare Chroma Course. Chart your own creative career path, with live instruction and direct feedback on your projects straight from Holley and Kholi.

Feb 7 - Mar 3, 2022

[Register](#) **\$499** **Only 50 seats available!**

The advertisement features a circular image of two women, Holley M. and Dr. Carrie Kholi-Murchison, sitting at a table and smiling. The background is dark with a purple and blue gradient.

(click the image to view the experience)



Formerly Northern California Community Loan Fund, a 30-year old leader in the national CDFI community, we led the fund through a rebranding that included:

- A name change in alignment with creation of a 3-year strategic plan.
- Full collateral creation.
- Full message platform development to better communicate their commitment to racial justice and equity in the Bay Area and Central Valley regions.



Kholi worked alongside the team for two years to complete a name change and message platform development (including consensus-building and buy-in from staff, board, and community members) then:

- Trained all staff and board members on the new vision and messaging campaign.
- Transitioned the team and larger community into a new President (announced just prior to the name change).
- Created a digital storytelling campaign to ease their traditional financial community into both new leadership and identity.

Testimonials



Oratory Glory has been an integral partner for CODE2040's TAP Program, facilitating learning spaces for our students where they are empowered to own and tell their stories in ways that elevate their experiences and make them the foremost expert of their own narratives. Their responsiveness to our programmatic needs, willingness to collaborate on workshops and curriculum and overall cultural competency in working in and around communities of color has made them an exemplary partner.

Mimi Fox Melton

CEO
CODE2040



Working with Oratory Glory has changed the entrepreneurial landscape at Oberlin College and Conservatory. They engaged participants in Oberlin's LaunchU accelerator in a process that has expanded and sharpened their abilities to understand, develop and share their unique stories. Oratory Glory has a deep understanding of the connectedness of education, communication and culture that permeates everything they do.

Elyzabeth Holford

FORMER DIRECTOR, CREATIVITY & LEADERSHIP
OBERLIN COLLEGE AND CONSERVATORY



We brought Oratory Glory to Haverford as part of our Shapiro Speaking Initiative, which aims to support students' development as speakers and storytellers. Drawing on the ideas and experiences of students, staff, and faculty, Oratory Glory worked with us to develop a strategic plan to move this initiative forward. Their expertise, charisma, and professionalism make them a highly effective campus partner, and their change-making approach resonates with academic communities invested in social justice.

Kristin Lindgren, Ph.D.

DIRECTOR, WRITING CENTER
HAVERFORD COLLEGE

Next Steps

Intrigued? Let's explore the possibilities for working together. While Oratory Glory is currently at client capacity, please visit oratoryglory.com to reserve your spot in our collaboration pipeline.

Please feel free to indicate if your project needs are time sensitive.

Own your voice. Leave your mark.