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- *Monthly Conscious Cultural Change 4-5 page bulletin covering business and brand, personal, generational and global themes*
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- *Further deep dive on request*
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Ariell has more than 20 years of experience working with the dynamics of cultural change, evolving cultural values and what this means for particular markets, brands and organisations.

She is deeply committed to understanding how our shared human narratives and archetypal stories are being played out at this time of accelerated change and upheaval. How do we respond both globally and locally? Individually and collectively, as businesses and brands?

With a Masters in Archetypal Psychology, she has strong expertise in cultural, archetypal and motivational needs-based research. She also delivers rich qualitative insights for brand and comms strategy development.

