

Terms of Service

Effective Date: 24 June 2026

These Terms of Service apply to purchases of Strategic Storytelling Studio services offered by Evolve Your Performance, LLC, including:

- Visualize the Story
- Shape the Story
- Synthesize the Story

By purchasing a service, submitting an intake form, scheduling a strategy call, or using this website, you agree to these Terms.

1. About Strategic Storytelling Studio

Strategic Storytelling Studio provides custom visual strategy, synthesis, and communication support for leaders, consultants, teams, and organizations.

The purpose of the work is to help turn complex ideas, decisions, messages, reports, strategies, or conversations into clearer executive-ready visual tools.

These services are custom professional services. They are not physical products, automated digital downloads, or software products.

2. Services and Packages

Visualize the Story

For clear or mature messages that need visual translation and polish.

Shape the Story

For existing content where the meaning is buried and needs stronger structure, flow, and visual clarity.

Synthesize the Story

For complex, higher-stakes, or still-forming stories that need strategic synthesis before the visual is created. This package includes a strategy call.

Specific package details, pricing, and included deliverables are listed on the applicable product or checkout page.

3. Business and Organizational Use

Strategic Storytelling Studio is intended primarily for business, organizational, consulting, leadership, and professional use.

If you are purchasing from outside the United States, you may be asked to provide your business name, billing address, country, and tax or VAT registration information if applicable.

If you are purchasing as an individual outside the United States, please contact Evolve Your Performance before purchasing so we can confirm whether the service can be provided.

4. Payment

Payment is due before work begins.

For each project, work begins only after the required purchase steps are complete. Depending on the package, this may include:

- Payment received
- Intake form completed
- Source materials submitted
- Strategy call completed, if included in the package

Payment may be accepted by card, ACH, wire, or another approved payment method. Available payment methods may vary.

If payment is made by ACH or wire, please include your name, company name, or project name in the payment memo when possible.

5. Client Responsibilities

To complete the work effectively, you agree to provide accurate, timely, and complete information, including:

- Project goals
- Intended audience
- Source materials
- Relevant context
- Brand or formatting requirements
- Timeline constraints
- Feedback during the refinement process

You are responsible for ensuring you have the right to share any materials you provide, including documents, slides, images, logos, screenshots, data, or confidential information.

6. Source Materials

You retain ownership of the materials you provide to Evolve Your Performance.

By submitting materials, you give Evolve Your Performance permission to review, use, adapt, summarize, synthesize, and transform those materials as needed to complete your project.

Please do not submit sensitive, classified, legally restricted, or highly confidential information unless we have separately agreed in writing on appropriate handling requirements.

7. Confidentiality

Evolve Your Performance will treat your project materials and project context as confidential and will not intentionally disclose them to outside parties except as needed to provide the service, operate the business, comply with law, or use approved third-party tools and service providers.

Evolve Your Performance will retain client-provided source materials in password-protected cloud storage during the project. Once final delivery and included revisions are complete, those materials will be deleted unless they remain relevant to another active or upcoming project with the same organization.

Evolve Your Performance will not publicly share your final visual, project materials, company name, or identifiable project context as a portfolio example without your permission. However, Evolve Your Performance may use anonymized or generalized examples, mockups, case studies, or derivative visual concepts without additional notice or permission, provided identifying details are removed and actual data is materially changed or replaced with mock information.

8. Use of Tools and Technology

Evolve Your Performance may use business tools, design tools, AI-assisted tools, scheduling tools, email platforms, payment platforms, cloud storage, and other technology to support service delivery.

These tools may assist with organization, synthesis, drafting, design concepts, editing, communication, scheduling, or project management.

Evolve Your Performance remains responsible for the professional judgment, synthesis, and final work product provided to you.

9. Timeline and Delivery

Evolve Your Performance strives to provide the first draft for review within two business days after the project is ready to begin.

A project is considered ready to begin once all required start conditions are complete, including:

- Payment has been received.
- The intake form has been fully completed.
- Source materials have been uploaded or provided, if needed.
- The strategy call has been completed, if included in the package.

The first draft is typically provided as a flat image or non-editable preview for review of the overall layout, visual effectiveness, structure, and language. This draft is intended for feedback and refinement, not final use.

After feedback on the first draft is received, Evolve Your Performance typically provides final deliverables within five business days. Final deliverables are generally provided in PDF, PNG, and PowerPoint format unless otherwise agreed in writing.

Timelines may shift if intake responses are incomplete, source materials are delayed, the strategy call is rescheduled, feedback is delayed, the project scope changes, or additional revisions or deliverables are requested.

10. Revisions and Refinement

Each package includes reasonable refinement unless otherwise stated on the product page.

Refinement is intended to improve clarity, accuracy, alignment, and usability of the agreed-upon visual direction. It does not include a full change in project scope, a new visual concept, a new strategic direction, or substantial new source material unless separately agreed.

Additional revisions, new directions, expanded scope, or new deliverables may require an additional fee.

11. Final Deliverables

Final deliverables will be provided in the format described on the product or project page, which may include PDF, PNG, PowerPoint, or another agreed format.

Unless otherwise agreed in writing, fully editable source files are not guaranteed.

12. Intellectual Property

You own the final custom visual deliverable created for your organization once payment has been received in full.

Evolve Your Performance retains ownership of its underlying methods, frameworks, templates, design systems, reusable components, concepts, tools, prompts, processes, and know-how.

You may use the final deliverable for your internal business, leadership, communication, consulting, client delivery, or presentation purposes.

You may not resell, repackage, template, license, or commercially redistribute the deliverable as a standalone product unless Evolve Your Performance agrees in writing.

13. No Guaranteed Outcome

Strategic Storytelling Studio is designed to improve clarity, communication, sensemaking, and visual structure.

Evolve Your Performance does not guarantee a specific business result, approval, sale, funding decision, leadership decision, client outcome, or audience reaction.

14. Cancellations and Refunds

Refunds, cancellations, and rescheduling are governed by the Refund and Cancellation Policy posted on this website.

Because these are custom professional services, refund availability is limited once work has begun.

15. Limitation of Liability

To the fullest extent permitted by law, Evolve Your Performance is not liable for indirect, incidental, special, consequential, or punitive damages arising from the use of the services or deliverables.

Evolve Your Performance's total liability for any claim related to a purchased service will not exceed the amount paid for that specific service.

16. Governing Law

These Terms are governed by the laws of the State of Maryland, United States, unless another governing law is required by applicable law.

17. Changes to These Terms

Evolve Your Performance may update these Terms from time to time. The effective date at the top of this page will reflect the most recent version.

18. Contact

For questions about these Terms, contact:

Evolve Your Performance LLC

Email: support@evolveyourperformance.com