

What experience would you like to create—today?

Dear Prospective Creative Partner,

You may have a place, an audience, a story, or simply the conviction that something better ought to happen when people encounter what you offer.

Let's begin there.

What experience would you like to create?

Who is it for?

And WHY should it matter?

I help bring those questions into a coherent creative concept: the characters, visual world, stories, scripts, lyrics, songs, signs, and guest journey that give an experience its particular character.

But I'm not interested in making a collection of impressive things that don't belong together.

I want to help you create an experience whose parts serve the same purpose.

Tell me your WHY and the outcome-focused OKRs you want to use to assess whether the work is serving it.

And when those aren't yet clear, we can work on that together, too.

What should this experience make possible? What would meaningful progress look like? What evidence would help us recognize it—and what would tell us we need to change our approach?

The measurements help us learn from the walk. They don't supply its reason.

We can also bring **Circular Economic Thinking, Mercy Dividend Logic, and an Agile MVP-and-Grow Process** into the work from the beginning.

How can the experience create value for the people who attend, the people who deliver it, and the community around it? What can we reuse, share, or develop further? What is the smallest meaningful version we can put before real guests and learn from?

We don't have to build the whole Land to discover whether the first encounter works.

We can begin with one experience. Develop what it needs. Put it to work. Listen to the people who encounter it. Improve what helps—and reconsider what doesn't.

Agentic tools expand what I can explore and produce. **The creative direction, the judgment, and the responsibility remain human.** Other specialists can join where the project calls for their particular craft.

Nor does your project have to become a copy of mine. Mabuhay.Land demonstrates an approach; it is not a template every client must wear.

Your people. Your particular purpose. A shared creative effort.

Where would you like to start?

What experience would you like to create—today?

Grant W. Shull

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