

Client: APS
Project: Leadership video

Symphony of APS

April 25, 2011

Video	Audio
<p>Open on close-up of CEO Don Brandt, hold for a moment, then pan out to show him at a conductor's podium, in an empty symphony hall. He picks up the conductor's baton, and just gestures with it in the air, as if to a symphony. The effect is personal, suggesting leaders are real people, and that real people are leaders.</p>	<p>Music opens quietly and with seemingly disparate notes.</p>
<p>[Cut to b-roll of a diverse mix of APS folk in action, showing leadership on a daily basis, while music builds, starting quieter with more disparate notes, blending and growing in strength throughout until reaching a crescendo, illustrating the power of leadership to bring together people and energy into a single symphony. Starts black and white and color is interjected via effects as the music builds.]</p>	<p>VO: What does leadership look like?</p>
<p>Female meter reader making her rounds.</p>	<p>It looks like showing up everyday with purpose and passion.</p>
<p>Cut to imagery of solar power panels, and a tech working with them.</p>	<p>It looks like thinking ahead to tomorrow to find better ways.</p>
<p>Cut to indoor setting of APS call center.</p>	<p>It's understanding that superior service isn't just a task, it's a state of mind.</p>
<p>Executive boardroom setting fades to city lights of Phoenix at night.</p>	<p>It's making decisions that empower others. ..</p>
<p>APS lineman running cable.</p>	<p>And connecting people to the resources they need to be their best.</p>
<p>Shot of APS community service in action</p>	<p>Leadership looks like the heart to help, and</p>

<p>High tech shot of a power plant control center fades to a pair of work gloves and toolbelt.</p> <p>Collage of faces accelerates to coincide with crescendo of music.</p>	<p>the wisdom to know how.</p> <p>It looks like cutting-edge thinking, and old school values. It's focusing on both the distant horizon and the daily duties.</p> <p>Leadership looks like stepping up every day, not because anyone is standing over your shoulder or telling you to, but simply because you know that what you do and how you do it impacts peoples' lives-- people who together form the symphony that is APS.</p> <p>What does leadership look like? Leadership looks like you.</p>
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