

The most Beautiful Business Tales
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Rapunzel and the tale of the silent towers

by Stern Stewart & Co.





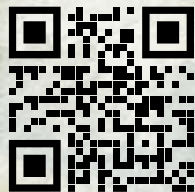
nce upon a time, in a far-off kingdom, there stood many towers – tall, proud, and apart. R&D, Sales, Operations – each held its own magic. Sales won hearts, Operations kept the wheels turning, R&D dreamed in code. In one of them worked Rapunzel. Not a princess – just an employee. Bright, curious, full of ideas. Her hair as long and bright as her ambition to do things right.

But the kingdom was under a quiet spell, cast by a cunning witch. She built the towers ever higher and sealed their doors. “Stay in your tower,” she whispered. “That is where you belong.” Voices fell silent, knowledge no longer flowed. Rapunzel’s ideas stayed hidden – unseen, unused, unshared.

In other towers, people faced the same riddles, solving them twice – sometimes three times. From afar, the kingdom looked flawless: strong walls, perfect order – the witch’s finest illusion. Then came the earthquakes of competition – swift rivals moving as one. The towers stood, but apart they trembled. Slowly, then all at once.

One day, a prince arrived – not royal by birth, but bold in thought. He listened. He questioned. Until he heard her: an idea worth sharing. He called, “Rapunzel, Rapunzel – let down your hair.” And she did. Her golden strands became the first bridge, and her ideas began to flow – tower to tower, mind to mind.

The spell began to break. Bridges formed. Gates opened. Paths reconnected. And the witch? Her power faded – the towers no longer stood alone. The kingdom transformed – connected, alive, whole. People collaborated and achieved what none could alone.



And so the tale is told:
High towers guard what you
know – but only connection
lets true magic flow.

