



# SHAPE YOUR CORE STORY

Strategic narrative design | Engagement overview

*"A strategic narrative is a special kind of story. It says who you are as a company. Where you've been, where you are, and where you are going. How you believe value is created and what you value in relationships. It explains why you exist and what makes you unique."*

Mark Bonchek | Harvard Business Review

Your strategically connected story is the heart of your value offering. It joins your purpose, culture, economic context, product/service model, and execution together, helping drive focused and sustained success. Many leaders have a strong sense of what this feels like: but it's often a struggle to get everyone on the same page and turn the big picture into cohesion.

## OUR APPROACH

We'll do what it takes to understand your strategic story. Then we'll work with you to evolve and re-articulate it in a way that aligns best with your goals.

## PART 1: STRATEGIC STORY REVIEW

- Gather deep context including key documents, business models/plans, strategies, brand material, and existing purpose or 'why' knowledge
- Listen to key people across the organisation at all levels
- Present initial findings in a clear report and review session
- Final deliverable report with insights and recommendations

## PART 2: STRATEGIC STORY DEVELOPMENT

- Form a Strategic Story Group appropriate to your organisation
- Fast, collaborative iterations through key development gateways, applying many lenses and thought models at speed
- Final deliverables including basis for assessment

## WHAT THE END RESULT LOOKS LIKE

Everyone's strategic story is unique to their context. We're very happy to share examples. Our work aims to be short, clear, and focused on useful results.

## THE VALUE TO YOU

- An aligned and compelling core story that supports shared understanding across the board
- Clearer direction and better decision-making in context
- A more cohesive organisation that knows its value offering and avoids fragmentation costs.

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We're strategic story specialists who help drive cohesive success shaped by powerful narratives. Great stories are purposeful and human. They spark positive change. That's exactly what you can expect from working with us.