

Story at the Center

A Model for Growth

The Story at the Center model establishes a primary narrative for businesses by considering a multitude of perspectives and audience levels across the customer journey.



HOW DO YOU PUT STORY AT THE CENTER?

Placing Story at the center of your business strategy begins with an understanding of the four elements that make it possible.

Honest evaluation of Vision Clarity, Story Clarity, Vision Confidence, and Stakeholder Alignment provides leaders with a set of actionable insights and measurable steps for how to demonstrate value, align around shared goals, reduce confusion, accelerate initiatives, and develop strong differentiation.

THE FOUR ELEMENTS OF STORY

The most successful companies don't just tell any story, they tell the right one in the right way.



Vision Clarity

The best strategy is vision set as the paramount aspirational element that gives purpose to your organization. It provides a deeper reason employees and customers choose you over competitors. A well-defined vision anchors your category position and brand narrative. It becomes a guiding force to direct and differentiate your business.



Story Clarity

With a clear, cohesive narrative, organizations can outmaneuver their rivals, achieve faster growth, and solidify their position as industry leaders. Stories wield such influence that they can be quantified to enhance both “higher market value added (MVA)” and “economic value added (EVA)” for products, services, or brands.



Vision Confidence

When leadership and employees have confidence in the vision, they synchronize their behaviors and decision-making with its goals and values, fostering a shared sense of direction and purpose. It's crucial for leaders to ensure that the company vision is clear, well-communicated, and supported by the entire organization to drive success.



Stakeholder Alignment

Stakeholder alignment is the catalyst that propels an organization towards its shared vision and empowers each individual to contribute their best work. It isn't just about getting everyone on the same page—it's about creating a culture of collaboration, trust, and shared purpose. And when your team is aligned, they are more engaged, motivated, and empowered to drive your business forward.

**If you're not
leveraging the
power of Story,
it's time to
make a change.**

Find out how well you're leveraging your story
with our free evaluation.

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