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# Unified Narrative Framework<sup>®</sup>

The UNF<sup>®</sup> is how we convert insights and strategy into a substantiated and actionable blueprint for storytelling.

August 2023





# Introduction

**Business storytelling is anecdotal if you can't activate it to gain a competitive advantage.**

For many organizations, it's challenging to get everything in place around one central Story. Rapid growth, business complexity, and time constraints often hinder alignment on key Story elements like Vision, Narrative, and even Category.

To center Story in your business, you have to consolidate information from across the organization into a single, clear, and cohesive strategic framework built to help you evolve. By doing so, organizations can avoid continuous revisits to strategy, respond faster to the market, and foster healthy growth.

**The Unified Narrative Framework (UNF) is how we convert your Story strategy into a substantiated, structured, actionable force that fuels growth.**

It helps organizations of all sizes tell stories faster and easier that work together to strengthen the one Story at the Center of your business.

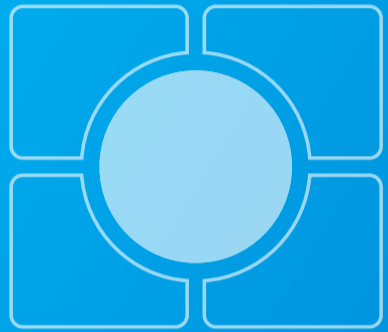
Startups often need just a few essential parts of the framework to accelerate growth, while many enterprises rely on a more comprehensive version to combat fragmentation, unite leadership, and translate vision into strategy.

We custom-build each UNF to fit the unique needs of each organization.



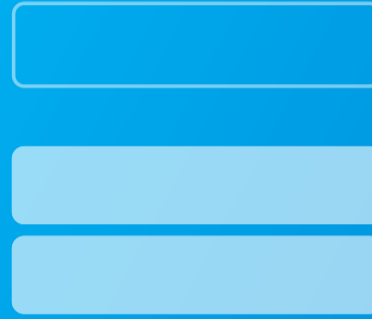
# The Framework

## Perspectives & Opportunities



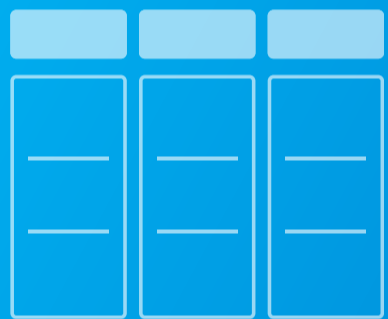
Insights from qualitative and quantitative research studies to support business and storytelling strategy.

## Strategic Narrative



A compelling category perspective to shape business strategy, guide storytelling, and inspire action.

## Target Audience



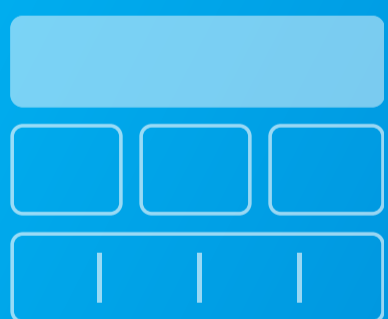
Researched audience insights to identify opportunities, enhance relevance, inspire emotion, and drive action.

## Brand Platform



A 360° personification of your company to gain a competitive edge, cultivate trust, and drive loyalty.

## Organizational Culture



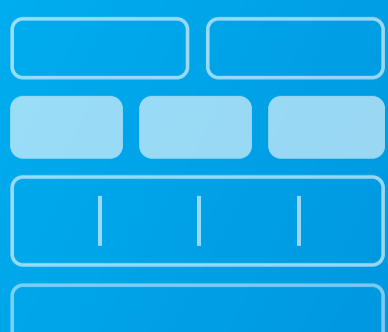
Declaration of organizational core beliefs to fuel purpose and guide decision-making at every level.

## Technology & Innovation



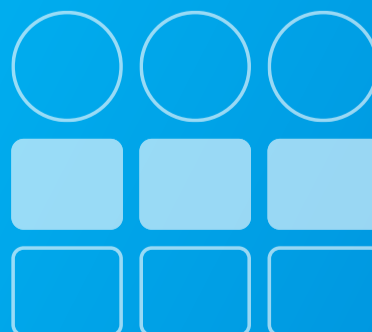
Articulation of the strategic and practical role of technology to make its impact relatable and compelling.

## Solution Messaging



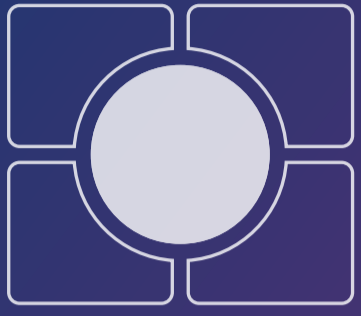
Unique messaging to center your audience, address challenges, and highlight your positive impact.

## Activation & Planning



A roadmap of strategic objectives, activities, and measures to accelerate progress and realize results.

# 1 Perspectives & Opportunities



A report from internal and external qualitative and quantitative research to gather perspectives on vision, purpose, value propositions, audience segment dynamics, and market risks & opportunities. The foundation for strategic business positioning and a neutral 'back pocket' summary of data that supports that position.

## Surveys

Structured questionnaires administered to targeted participants to collect numerical data on attitudes, opinions, behaviors, or characteristics.

## 1:1 Interviews

Structured or semi-structured interviews with targeted individuals or groups to gather in-depth insights and subjective perspectives.

## Content Analysis

Systematic analysis of qualitative data such as texts, documents, or media to identify patterns, themes, or meanings.

## Competitive Analysis

Comparative analysis of competitors and other competitive forces to uncover differentiation opportunities and inform strategic decision-making.

## Narrative Analysis

Analysis of stories, narratives, and key messaging to understand storytelling clarity, resonance, structure, strengths, and weaknesses.

## Grounded Theory

Development of new strategic theories based on systematically collected and analyzed real-world data when there's no existing theory that offers clarity or explanation.

## User/Use Case Studies

Moderated or unmoderated examinations of specific use cases to gain detailed insights into a specific phenomenon.

## Testing & Experiments

Specific, designed, and controlled investigations where variables are manipulated and measured to establish cause-and-effect relationships.

## Stakeholder Alignment Workshop

Facilitated exercises fostering stakeholder consensus on the optimal paths to achieve common goals and objectives.

# 2

# Strategic Narrative



The “Big Idea”—the unique point-of-view your company has for the future of the categories you’re competing in, disrupting, or creating. It’s the “Big Idea” behind the decisions your company makes and the individual stories you tell. It creates a new truth or reality that inspires emotion, attracts loyalty, and moves people to action.

## Vision Acuity

Clarification and articulation of an organization’s vision and mission statements, outlining the long-term aspirations and purpose of the business.

## Stakeholder Analysis

Identification and analysis of stakeholders, employees, customers, investors, and/or partners to understand needs, concerns, expectations, and future outlooks.

## Storytelling Workshops

Workshops and brainstorming sessions to collectively develop the strategic narrative enhanced by participant perspectives, experiences, and ideas.

## Strategy Development

Development of a clear and coherent story strategy that aligns with the organization’s vision and considers factors internal and external to the organization.

## Narrative Strategy

Creation of a compelling narrative and related story themes that communicate an organization’s purpose, values, and strategic direction.

# 3 Target Audience



Every human on Earth experiences the world from one perspective—their own. That’s why the foundation of every great story starts with audience empathy. Through qualitative and quantitative research, market segmentation, archetypes, personas, and user stories, we uncover the most relevant perspectives your audience has and use them to filter and strengthen your storytelling.

## Market Segmentation

Segmenting buyer audiences based on demographic, firmographic, geographic, and behavioral factors to guide strategy, minimize risk, and optimize relevance.

## Audience Tuning

Human empathy exercises and modeling to identify and clarify how business value maps to audience needs, desires, and behaviors.

## Journey Building

Design and mapping of targeted user experiences and touchpoints across various stages to guide and engage audience emotions and actions towards specific outcomes.

# 4 Brand Platform



The Brand Platform defines, elevates, and amplifies the DNA of your brand for maximum impact. It's the strategic foundation of a human-like representation of who your company is, both visually and ideologically. More than a marketing tool, it's designed to help guide everything a company does so that the world can recognize and trust who you are, where you fit, what you do, how you do it, and why it matters.

## Brand Architecture

Strategy for where a brand fits in the company family tree of brands to clarify how it's connected and what role it plays.

## Brand Pyramid

The strategic foundation of brand, inclusive of Vision, Mission, Positioning, Promise, and Value Proposition, among others.

## Brand Narrative

Synthesis of what you do, how you do it, and why it matters into a short-form compelling story that creates clarity, connects audiences, and drives action.

## Brand Personality

Development of the human-like characteristics that amplify a brand so it's easier to identify, inclusive of behaviors, archetype, and voice.

## Visual Identity

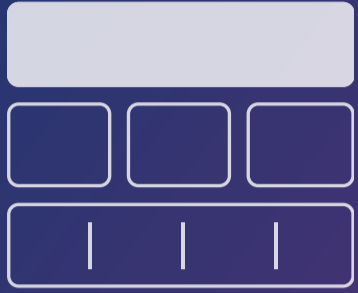
Design of the visual components that represent your brand, add depth to its visual language and reinforce your brand strategy.

## Brand Guidelines

Development of a document that defines rules, tools, and standards for how to use your brand personality and visual identity to communicate to the world.

# 5

# Organizational Culture



The growth trajectory of every company depends on the collective behavior of the people within it. With a clear understanding of organizational values and principles, individuals and teams can translate your company's "why" into an actionable decision-making framework for their day-to-day work and interactions. This ensures everyone understands the business's core beliefs and helps steer business activities in the right direction.

## Guiding Principles

Development and alignment on the fundamental rules or beliefs that act as a compass for decision-making and behavior within your organization.

## Core Values

Development and alignment on the deeply held beliefs a company wants to promote to influence employees' interactions and shape organizational culture.

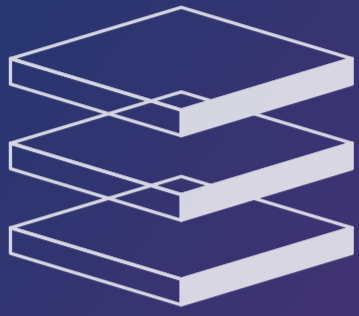
## Organizational Health

A series of workshops to improve a team's ability to align and function effectively, achieve high performance, and create sustainable success.



# 6

# Technology & Innovation



Technology impacts every aspect of a business, from operations and employee experience to products, sales, marketing, and customer experience. It's essential to articulate the strategic role and practical application of technology across the organization to make the emotional, financial, and transformational impact relatable to leaders, employees, and customers.

## Technology Audit

Evaluation and assessment of technology performance across audience-centricity, design & user experience, technical performance, and business performance.

## Technology Mapping

Creating a roadmap to illuminate pathways between existing portfolio technologies and future innovations to guide product and portfolio strategies and future casting.

## Experience Strategy

Journey mapping, interface design, and experience design across web, digital, product, virtual, and physical events or spaces.

## Prototype Design & Testing

Creating preliminary models or representations to test and refine technology-driven experiences for performance, experience, and/or resonance.

## Future Casting

Envisioning technology's potential, impact, and role in our future to inform decision-making, shape strategy, and create tangible storytelling experiences that enhance understanding.

# 7

# Solution Messaging



Capabilities, features, and benefits alone don't create the emotional connection to captivate and convince stakeholders to change their behavior or take action. To capture audience share, you need clear and simple messaging that puts your audience at the center, helps them understand how they'll overcome their pressing challenges, and why they'll experience a better future because of you.

## Marketecture Design

A visualization of the interplay and relationships between your products, services, offerings, or systems to clarify understanding and communicate value.

## Message Mapping

Systematic organization and alignment of key messaging to specific target audiences to ensure effective communication and optimal resonance.

## Message House

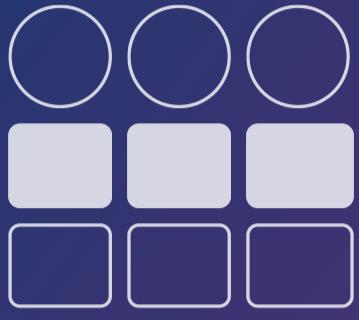
A simple, one-page visual that articulates concise key messaging so it's easy to understand and apply.

## Product/Solution Narratives

A narrative framework to communicate the what, how, and why of solutions, services, and/or products.

# 8

# Activation & Planning



Intellectuality, analysis, and strategy are no good if it never gets implemented effectively. Take your Story and make it work for you through a prioritized set of key objectives, measures, and activities that act as a North Star for your teams and an accelerator for tangible results.

## Content Planning

Orchestration of strategy, content, and performance of multi-channel communications to engage your audience, drive awareness, and deliver measurable results.

## Change Strategy

Identification, alignment, prioritization, and articulation of key objectives, measures, and related activities to change from a current state to a desired future state.

## Category Lightning Strike

Strategic planning, creative development, and targeted communication strategy to create a high-impact impression like a category or brand launch.

## Go To Market Planning

A comprehensive strategy outlining the steps and tactics to successfully launch and promote a product or service into targeted markets.



# Let's Talk

**We help companies harness the power of story to dominate the market.**

For 20 years we've enabled B2B companies to transform faster and realize billions in revenue by using story as a model for growth.