

Embrace story to ignite strategy.

When people see themselves in the story, strategy comes to life.

This worksheet is a practical guide to turning business goals into stories people can act on. Use it as a desk-side reminder of how to connect culture, reputation, engagement, transformation, and innovation to the power of story.



1. SET THE FOUNDATION

Culture as a Strategic Lever

GUIDING QUESTION:

Do employees see themselves in the values and culture of the organization?

- Activate culture as the starting point.
- Make values visible, actionable, and lived.

Ask 5 people about your culture — what's the answer you want to hear?

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2. SHAPE THE NARRATIVE

Corporate Reputation & Trust

GUIDING QUESTION:

What story are you telling the world today?

- Align corporate positioning with evolving expectations.
- Elevate leadership voices to build credibility and trust, both internally and externally.

If your reputation were tomorrow's headline, what would you want it to say?

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3. CONNECT PEOPLE

Employee Engagement & Talent Lifecycle

GUIDING QUESTION:

How are you attracting, retaining, and empowering your people?

- Craft compelling EVP and employer brand narratives.
- Build pride and loyalty through meaningful engagement campaigns.

When employees talk about working at your company, what story do you want them to tell?

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4. INSPIRE ACTION

Transformation & Change Enablement

GUIDING QUESTION:

Do people understand their role in the future?

- Translate change strategies into human stories.
- Use multi-channel campaigns to create clarity and alignment.

When you talk about change, do people see disruption... or a future they believe in?

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5. LEAD THE MARKET

Innovation & Growth

GUIDING QUESTION:

How will your launch define the category?

- Wrap innovation in story to spark excitement.
- Pair branding with creative campaigns that drive adoption.

Is your next launch just a product — or a powerful new story in your industry?

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Every strategy needs a story.

How can we help you bring your strategy to life?

We've helped Fortune 500 companies design, define, and refresh Employee Value Propositions that attract and retain top talent.

We've partnered with healthcare leaders to launch new products — building branding, narrative, and marketing campaigns that accelerate adoption.

We've supported CEOs and C-suite executives with messaging platforms and leadership communications that inspire confidence.

We've visualized advanced technology systems for global aerospace and defense leaders — turning complexity into compelling campaigns.

We've produced video campaigns that helped one of the world's top power generation companies showcase innovation and impact.

And yes, we're nice people.



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