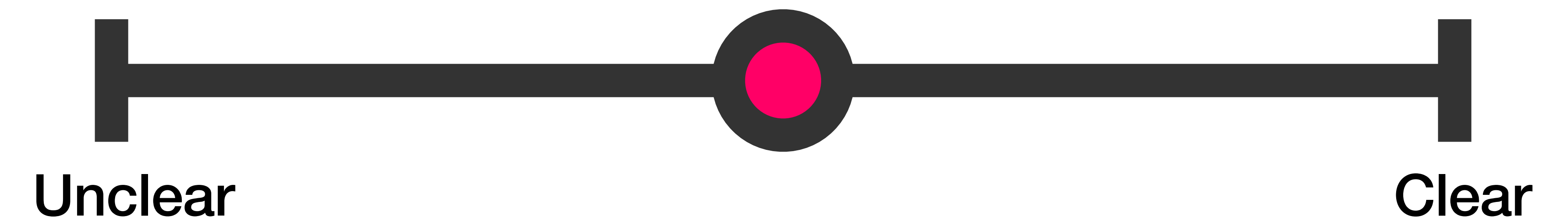


Assess Your Company Story

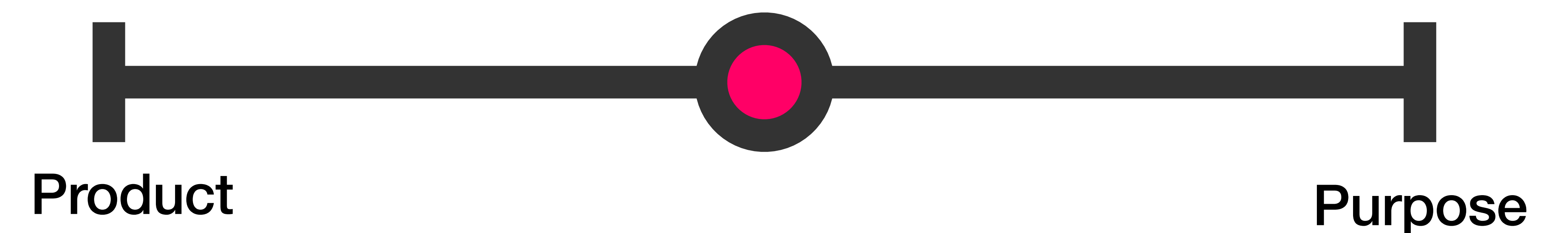
Think about your current company story. How well is it working for different audiences? How could it be stronger?

Where do you need a more powerful narrative: with customers, employees, investors, influencers, others?

How clearly does your current story connect your past to your future?



How much does it focus on your product vs. your purpose?



How well does it engage people as consumers vs. as co-creators?

