

Brand narrative canvas

One sheet for the leadership team to answer the model's five questions and turn them into an inspiring and truthful narrative.

Organization

Date

Participants

INFORM

What do we do?

Products and services, customers, what sets us apart from the competition.

ALIGN

How do we do it?

Processes and value chain, how we decide, consistency between what we do and what we promise.

INSPIRE / GIVE MEANING

Why?

The reason to exist beyond making money. It must inspire, project the organization into the future and define a style of its own.

INVOLVE

How do I contribute?

How each person's work affects others and the results, and where their opinion is heard.

I BELIEVE

What would we proudly advocate?

What we would recommend to someone we care about and bring into the family conversation.

OUR NARRATIVE IN ONE SENTENCE

TEST IT

- ☐ Is it true? Is it reflected in real decisions?
- ☐ Does it inspire and look to the future?
- ☐ Can leaders tell it in their own words?