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*The Blended Narrative*

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Your company's ability to trust and believe in your vision as a leader is dependent on the strategic narrative that you will begin planning below. This narrative is comprised of three major components all working toward the common goal of strengthening your company's future by fortifying their confidence in your goals and process of achievement.

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*Three Parts of the Narrative*

## 1 Who Am I?

**Purpose** - The purpose of this portion of your narrative is to "set the stage" for you as the leader of this company, to earn the trust of your audience by allowing them to see who you are and what you believe.

**Elements** - This section of your narrative needs to include the following pieces. Use the space below to brainstorm each element of this section.

- 1 What is the current state of your company?

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2 What is your current state as leader? Mentally, emotionally, and intellectually? What makes you capable of leading your people during their current state?

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3 What is it about this narrative that people should care about listening to? What is the one thing about the speech you want them to hear, understand, and remember?

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**Language Choices** – At this initial stage of your narrative, you must introduce a metaphor that will continue throughout until the resolution.

Examples:

- Meeting the dragon on the road, with you as the hero to be tested.
- Seeing a glimmer of potential in gestation as you are on the brink of being born.

Things to consider:

- Audience (*male vs. female, young vs. old, experienced vs. inexperienced, workers vs. customers, etc.*)
- Your view of the current state (*positive vs. negative, spontaneous vs. expected, emergent vs. longstanding, etc.*)
- Theme of the narrative – major point that you will be building toward. The metaphor will introduce this idea!

Brainstorm some metaphors that seem to fit your view of yourself, your role in serving your company, and your company's current state.

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## 2 Current Situation

**Purpose** - In this section of your narrative, it is necessary to expound on the current situation of your organization. Describe the current challenges and opportunities that your company is facing, including the journey your group traveled to arrive at this place. Recall your company's guiding principles and purpose. Renew their spirit and motivation!

**Elements** - This section must create a link between yourself and the people within your organization. In order to ensure this link, consider the questions below.

1 How are your views similar to or different from those involved with your company?

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2 Who was involved in the decision-making processes up to this point in the company's history?

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3 How can you make your audience connect with you? How can you make them see themselves and their views of the company in you?

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4 What challenges has your company overcome?

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5 What possibilities do you see in the company's future?

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6 What roles must each person play in bringing the possibilities to realization?

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**Language Choices** – Focus on continuing the exploration of the metaphor that you introduced in the beginning of your speech.

Examples:

- If you are meeting a dragon to attempt slaying it, then the hero must discuss his previous battles with the sea monster and trolls.
- Future possibilities are described as the beautiful infant that was worth the travail of childbirth.

How can you link the ideas of this section with the metaphor you introduced in the first portion of your narrative?

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### 3 The Resolution

**Purpose** – Share the ideal future vision you have for the company in a way that will compel your audience to internalize your vision as their own.

**Elements** – Describe the future of the company including the most powerful imagery and details that will help your audience visualize and understand your goals.

1 What is your company's purpose? How does your vision emphasize this purpose?

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2 What are the most powerful images of your company's future that you should share?

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3 How will our company be different? How will these differences impact all involved, workers and consumers?

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**Language Choices** – *Once again, rely on the metaphor that you began with to bring your narrative full circle. How will this metaphor tie up the loose ends of your story?*

Examples:

- As the hero, you defeat the dragon and save the princess, reinstating her power over the kingdom.
- The newborn has matured into an adult full of imagination, who is now beginning his own company.

Connect your metaphor with the resolution. How can your metaphor connect with and illustrate this ending?

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## Time to Write!

Take your plans for each section and blend them into one narrative that is meant to reinvigorate passion in the aspirations you wish to instill in your company's stakeholders.