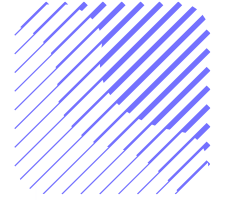


Story Framework



outcome.marketing





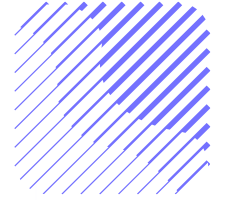
Introduction



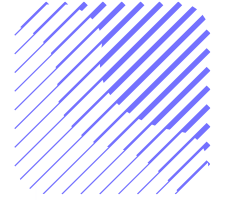
Outcome Marketing – Story Framework Worksheet

Use this worksheet to align your leadership team around a clear, emotionally resonant brand story. This is your foundation for all go-to-market messaging and internal alignment.

Vision—Why you exist



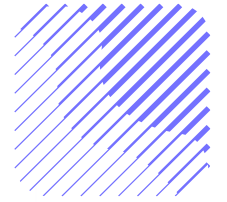
Describe the future state you're helping to create. What big picture outcome inspires your team and customers?



Mission—What You Do Every Day



How does your team work every day to bring your vision to life?



Values—What you believe

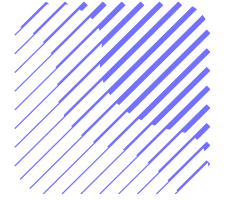


List 3–5 core values that define your company culture and guide team behavior. Include a short description or example for each.

01

02

03



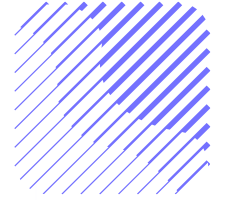
Values—What you believe (cont'd)

■ ■ ■ ■

List 3–5 core values that define your company culture and guide team behavior. Include a short description or example for each.

04

05



Positioning—Why you matter



Summarize your go-to-market story using the five core positioning questions:

01

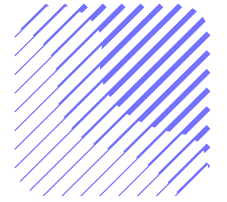
1. Who is your ideal customer (ICP and buyer persona)?

02

2. What product or service are you offering?

03

3. What problem are you solving?



Positioning—Why you matter (cont'd)



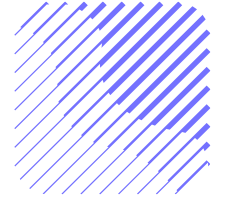
Summarize your go-to-market story using the five core positioning questions:

04

4. How are you uniquely better than the alternatives?

05

5. What outcomes do you deliver?



Post-Development Execution & Follow-Up



Once you have completed this framework, don't just let the file gather digital tumbleweed in a Google Drive file. Rather:

- ✓ Enable your Sales team with role-playing exercises to test and rate the ability to tell the story
- ✓ Challenge the Marketing team to embed the story in all public-facing collateral
- ✓ Repeat the story in every quarterly all-hands meeting for years, so that everyone in the company can recite it from memory
- ✓ Hire and fire team members based on their understanding and commitment to the story



Thank You

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