

Contact:
Company:
Date:

Company Story (Brand)	Human Story (Personal Brand + Customer Problem)	Attention Triggers (PEST = External Hooks & Issues)	
<p>Who & Why</p> <p>Which community is your business for... <u>who</u> do you serve?</p> <p><u>Why</u> should people care about this community?</p>	<p>Leadership Story</p> <p><u>Authentic</u>: is there an anecdote to connect the business leader to the purpose of the business?</p> <p><u>Backers</u>: who are the business biggest backers (could be investors, customers or partners)?</p> <p><u>Competency</u>: what metrics and proof points can you share to prove you can do what you say?</p> <p><u>Destination</u>: what's the vision for the business, and the future of the category?</p>	<p>Political (Regulation/ Legal)</p> <p>What political events may impact your (or your customer's) sector?</p>	<p>Economic (Market Activity)</p> <p>Who publishes important market data on your (or your customer's) sector and when?</p>
<p>What & How</p> <p><u>What</u> do your customers pay you to deliver? How do you create value?</p> <p>What are your values or principles... <u>how</u> are you different?</p>	<p>Customer Story</p> <p><u>Problem</u>: what problem do you solve for your customer, how can they tell they have the problem / is there are a measure of that problem?</p> <p><u>Solution</u>: to what extent can you solve this problem? Is there a metric?</p> <p><u>Argument</u>: are there any other third party data points, examples / anecdotes you can refer to when talking about the problem/ solution eg an industry context?</p>	<p>Societal (Behavioural Trends)</p> <p>What are the big human trends that may impact your (or your customer's) sector?</p>	<p>Technological (Disrupt)</p> <p>What are the big technology trends that may impact your (or your customer's) sector?</p>