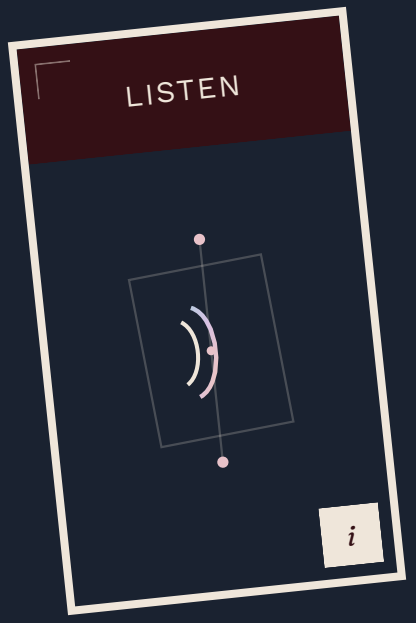
CASE STUDY

Enterprise narratives that start with the decision

Turning technical capability into a story that changes what a customer, executive or sales team decides.



THE APPARENT BRIEF

Make complex technical capability legible to a customer at the exact point they have to decide what it means.

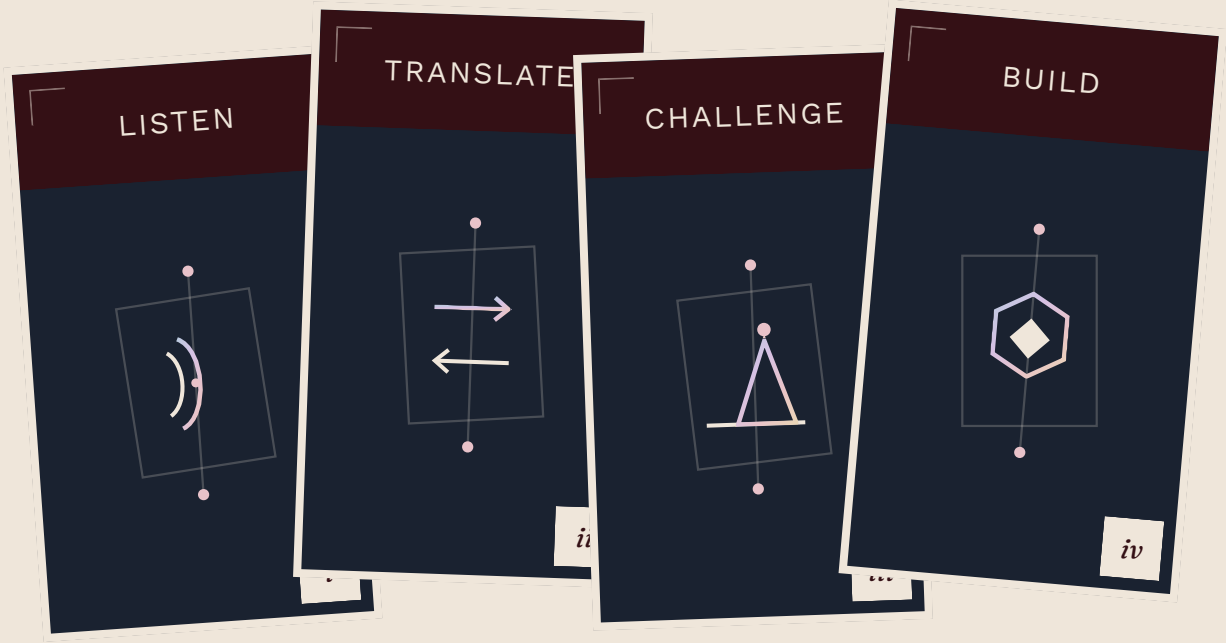
WHAT WAS ACTUALLY AT STAKE

The work wasn’t just writing the deck.

The narrative underneath it needed to do four things:

i	Start from the customer’s situation, not the seller’s capability list
ii	Keep only the technical depth that changes the decision
iii	Make the pressure point specific to this customer, not generic
iv	Carry the reasoning into the finished asset, not just a recommendation

THE MOVES



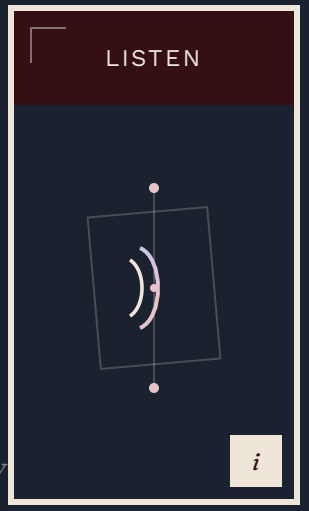
Enterprise narratives

LISTEN

Understanding starts with the people who actually carry the knowledge.

SMEs, sales and leadership each hold part of the picture. None of them holds all of it.

- Interviews across SMEs, sales and leadership
- Source material read for what’s assumed, not just what’s stated
- Listening for the gap between what’s said and what’s meant
- Constraints and competing versions of the story surfaced early



TRANSLATE + CHALLENGE

Context, pressure and capability, connected into one argument.



The point isn't to hide technical depth. It's t here it can change the customer's understanding and support the next commercial move.

BUILD

The reasoning carried all the way into a finished, customer-ready asset.

Sales and executive presentations

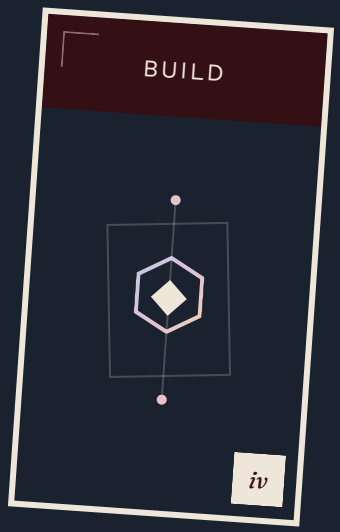
Structured to start with the customer's situation and end with a specific next step.

Customer-specific narrative structure

Sequence and emphasis adjusted for who is in the room and what they need to decide.

Technical capability storytelling

Enough technical depth to earn credibility, and no more than the decision requires.



THE CONSEQUENCE

The customer can see the connection between their situation and the capability on offer, which
makes price-only comparison less likely.

i
i

Bring me the messy version.

Narrative strategy for businesses that know more than their customer can currently see.

Start a conversation