

# The Narrative Playbook

## Executive Sprint

### Who we are.

The Narrative Playbook (TNP) is a narrative design lab that leverages deep thinking and data insights to help executives find their authentic fit. Our approach combines 50+ years of practitioner experience with a pioneering edge.

### Why you?

You are an executive, leader, or corporate athlete who aspires to establish a narrative platform that will align multiple stakeholders to your vision. You realize achieving alignment inside and outside of your organization is critical to your success. You desire to understand your existing narrative by understanding your influence and identity. You seek to reshape, re-skill, and reinvent yourself so that you can truly own your tomorrow.

### Why now?

Because time does not stand still and everyday your personal and company narrative is not aligned is a lost day of cohesion and advancement. To address the need for speed, we have designed a unique executive sprint format that designs your narrative in four weeks or less on the fly. A combination of rapid product prototyping meets agile development for narrative.

### Discover your narrative worth.

We live in an era of accelerating change, conflicted values, combined with multi-generational sensibilities all of which require executives to have a narrative platform that is authentic to who they are and is reflective of the beliefs and values they want their company to stand for. Your situation might look like:

- A new product looking for market fit.
- A recent acquisition that seeks alignment
- A new company that is in take off mode.
- An existing company that is stuck in neutral.
- A merge of companies that need a new identity.
- A new management team

Our approach will help you discover, own, and share your narrative worth and unlock the power of your narrative.

## Program Summary

### Program:

Executive Sprint

### Dates:

- Start Date designed to fit
- 4 week program
  - 8 sessions (90 minutes per)
  - 12 hour program investment
- ~10 hours of personal development

### How it works:

The TNP Executive Sprint is a customized 4-week virtual program that combines assessments with live interactive sessions with both TNP principals. The output will lead to the creation of a personal Narrative Playbook. The playbook will enable the executive and their Comms team to build go to market tactics.

### Program includes:

- Narrative development sessions
- Coaching & enhanced support
- Content, culture, & community
- Growth and accountability tools

### Program flow:

- Assessment
- Workshop
- Framework
- Stories to Be Told

### Next steps:

1. Set up a 20 min introduction call to assess situation and expectations.
2. Establish launch date and weekly program schedule.

### Contact us:

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