***Story Context***

**Lay out your strategy using this format for maximum clarity and excitement.**

Great brands aren't simply built on 'sensible', 'smart' or 'right' offerings. That stuff's necessary, but it's not sufficient.

Great brands are also built on passion; it's your job as a leader to use your strategy to inspire that passion. Lay it out as a thrilling story - one that gets the blood pumping - and your team will be proud to be a part of it.

1. Lay out your full strategy: the unique value offering, and the rationale for why you think it will work and give you leverage in your market.

*Tip: try using Pub Language or your first draft of Ditch The Deck for this.*

2. Identify the elements that match these 'plot points':

* *The status quo*
* *The* hope
* The hero
* *The darkness*

The status quo: the boring, complacent market/ consumer situation.

The darkness: the horrible gap or lack in this situation and why it's terrible for everyone.

The hope: the insight that gives a glimmer of hope; the 'what if?' that can change everything.

The hero: you and your strategy, which is the triumphant answer to the darkness.

3. Craft a classic tale where your brand saves the day, then use it, with your team, as a central strategy.