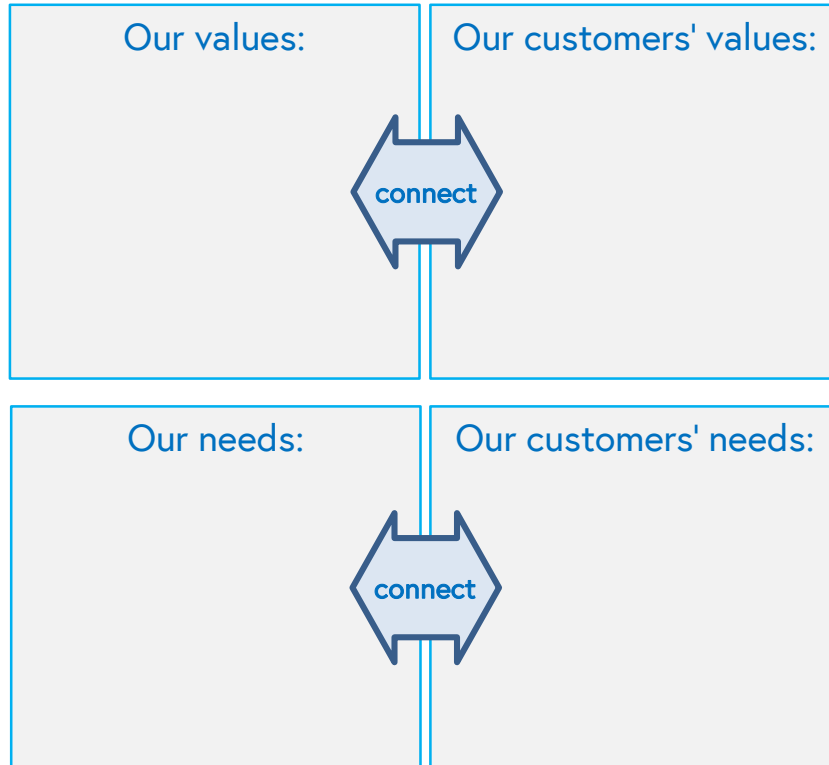


What is our story?



You can use this diagram as a tool to help you develop a strong narrative that connects you with the customers at an emotional level.

What are the needs and values of ourselves and the customer? How do they connect?

Our reputation comes from:

- Our expertise
- Our ability to deliver
- How easy we are to work with

How do we fit this into our story?

What do you think are the top 3 things you need to do?