Go Narrative

Get Attention
Be Heard
Sell More

Engage customers with TRIPS storytelling
Missing something?
# Strategic Messaging & Content Development Services

Helping companies increase **marketing engagement** and **sales conversions** through storytelling

<table>
<thead>
<tr>
<th>Challenges which leaders ask us for help with</th>
<th>Solutions that deliver quick time to value</th>
<th>Results via proven approaches</th>
</tr>
</thead>
<tbody>
<tr>
<td>Messaging is dated or not resonating</td>
<td>Strategic Messaging Foundation</td>
<td>More excitement &amp; better conversion</td>
</tr>
<tr>
<td>Lack of consistency in what is said &amp; done</td>
<td>Strategic Story Framework</td>
<td>A confident team &amp; higher NPS</td>
</tr>
<tr>
<td>Customers not engaged, campaigns falling flat</td>
<td>Strategic Campaign Planning</td>
<td>Engaging campaigns &amp; more leads</td>
</tr>
</tbody>
</table>

Deliverables are **data-driven and story infused**: value propositions, positioning & messaging, presentations & coaching to make you look good and make an impact, brand narratives, reverse case studies, well-researched personas, customer **journeys**, customer **content models**

Engage customers with **TRIPS storytelling** that is **Transformative**, **Rationalized**, **Innovative**, **People centric** and **Storied**
Product + Marketing + Storytelling = Real Results

Strategic Messaging Foundation drives 40% increase in client event registrants.

Strategic Campaign Planning increased client’s unique monthly page views 3.78x & monthly page actions 7.35x.

“Well researched, deep insights and clear actionable items”
- General Manager, Microsoft Corporation

“Go Narrative helped us distill a complicated narrative into a very clear and simple message.”
- CEO, Transitional Resources

“Any marketer will find value in this course”
- Sr. Product Marketing Manager, SAP

“Go Narrative was the right solution for us and I believe it will be for you.”
- CEO, Cooper Compliance
Tell us your story, we'll help you tell the world

facebook.com/GoNarrative
@Go_Narrative
www.GoNarrative.com
206 724 1200
Appendix

Why “Storytelling?”
Fancy business engines are useless without a story spark
“IF YOU HEAR A STATISTIC, YOU WILL MAKE UP A STORY TO GO WITH IT, BECAUSE OUR BRAINS ARE ORGANIZED ON NARRATIVE.”

GLORIA STEINEM
Start the spark that spreads your fire
We experience stories when we consume a story we experience it.

“FICTION IS AN ANCIENT VIRTUAL REALITY TECHNOLOGY THAT SPECIALIZES IN SIMULATING HUMAN PROBLEMS.”

Jonathan Gottschall
Detroit redefined: city hires America’s first official ‘chief storyteller’

By Michael Harris
September 15, 2015

Detroit’s new chief executive, Mike Duggan, has hit on a new way to rebrand the narrative of a city beset by a history of decay, race riots and violence: hire an official “chief storyteller.”

As the city strives to emerge from a long period of decline, the Democratic mayor has appointed Aaron Policy, a popular African-American journalist, to the new position in a city that is 82% black, African-American – the blackest major metropolitan areas in America.

The $15,000-$15,000 position, believed to be the first of its kind in the U.S., is designed to give Detroiters a way to connect and discuss issues that don’t get covered by the city’s traditional media, and part of a declaration Duggan and Policy share to create “meaningful and impactful ways to give Detroiters and their neighborhoods a stronger voice.”

Why did Duggan feel the role of Chief Storyteller was so important that he personally recruited Julie Booth 18 months ago for the role?

Why did Duggan hire a B2C candidate for a B2B role?

And with all of Bill’s experience Salesforce, President, Gartner, Exec VP of WW Sales & Operations Sabele, and CEO SAP, what insights can we gain from his decision?