Category

Strategy

Corporate Ambition, Purpose & Strategic Narrative Playbook

Connecting why the company exists to what it's trying to achieve to how it explains itself

- Executive
- Intermediate
- Template Included

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- 4 minute(s)

Overview

A framework for aligning corporate purpose, strategic ambition, and the external and internal narrative that explains both — so employees, investors, and customers hear a consistent story instead of three disconnected ones.

Isn't this just a communications or branding exercise?

Communications teams execute the narrative, but the underlying alignment between purpose, ambition, and strategy is a strategic exercise — getting the story right requires the strategy to actually cohere first, which is this playbook's real work.

How often should the strategic narrative be refreshed?

The underlying purpose should be stable for years. The ambition and its narrative expression should refresh with each major strategic cycle, roughly every 2–3 years, or whenever the strategy materially changes.

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