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

- Mithun A. Sridharan

- 25 February 2018
- 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.

{ "@context": "https://schema.org", "@type": "FAQPage", "mainEntity": [{ "@type": "Question", "name": "Isn't this just a communications or branding exercise?", "acceptedAnswer": { "@type": "Answer", "text": "Communications teams execute the narrative, but the underlying alignment\nbetween purpose, ambition, and strategy is a strategic exercise —\ngetting the story right requires the strategy to actually cohere first,\nwhich is this playbook's real work." } }, { "@type": "Question", "name": "How often should the strategic narrative be refreshed?", "acceptedAnswer": { "@type": "Answer", "text": "The underlying purpose should be stable for years. The ambition and its\nnarrative

expression should refresh with each major strategic cycle,\nroughly every 2–3 years, or whenever the strategy materially changes." } }] }

Subscriber access

Unlock this playbook

This playbook — including every framework, template, and step-by-step section — is available free to Think Insights subscribers. Enter your email to unlock it instantly and get our weekly insights newsletter. No account needed, and access is remembered on this device.

First Name

Last Name

Email

Country - Select -

■ I agree to data processing in accordance with GDPR

Submit

Leave this field blank

References

Related playbooks

Strategy

Board Strategy Committee & Governance Playbook

A framework for structuring a board-level strategy committee — its mandate, the metrics it reviews, and its standing agenda — so it adds real strategic oversigh

- Executive
- Intermediate
- Template Included

Read playbook

Strategy

Core vs Edge Strategy Playbook

A framework for classifying business activities into core, adjacent, and edge, and applying the right strategic play — defend, extend, or create — to each inste

- Executive
- Intermediate
- Template Included

Read playbook

Strategy

Corporate Strategy: From Vision to Executable Roadmap

Turn your company vision into an executable roadmap: a proven cascade from strategic pillars to OKRs to a resourced, quarterly-reviewed plan

- Executive
- Intermediate
- Template Included
- Workshop Ready

Read playbook

Talk to us about your strategic narrative

Tags

- Strategic Narrative
- Corporate Purpose
- Executive Communication

Author

Mithun A. Sridharan

I'm Mithun A. Sridharan, Founder of this website - Think Insights - on Strategy, Management Consulting, Leadership, Digital Transformation, and Data Literacy. Follow me on social media or connect with me on LinkedIn for updates.