

Category

Consulting

Trusted Advisor Storytelling & Thought Leadership Playbook

Using narrative to make insight memorable and actionable, not just to sound polished

- Practitioner
 - Intermediate
 - Template Included
-
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 - 27 December 2021
 - 4 minute(s)

Overview

A framework for using genuine storytelling technique — specific narrative structure, concrete detail, and clear stakes — to make trusted advisor insight memorable and actionable for clients, distinct from the underlying thought leadership content itself.

How is this different from the Thought Leadership for Trusted

Advisors Playbook? That playbook covers building a distinctive point of view — the substance of thought leadership. This one is about the delivery technique — using narrative structure specifically to make that substance memorable and actionable when communicated to clients, rather than delivering the same content as abstract analysis.

Isn't storytelling more appropriate for external content marketing

than for direct client advisory work? Storytelling technique is valuable in direct client conversations too — a well-told example or case, even briefly, often lands and is remembered far better than the same insight delivered as abstract analysis alone.

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direct client conversations too —\na well-told example or case, even briefly, often lands and is\nremembered far better than the same insight delivered as abstract\nanalysis alone." } }]
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