

The CEO Business Narrative

The indispensable tool needed
for company alignment around
your story, ideas, and value



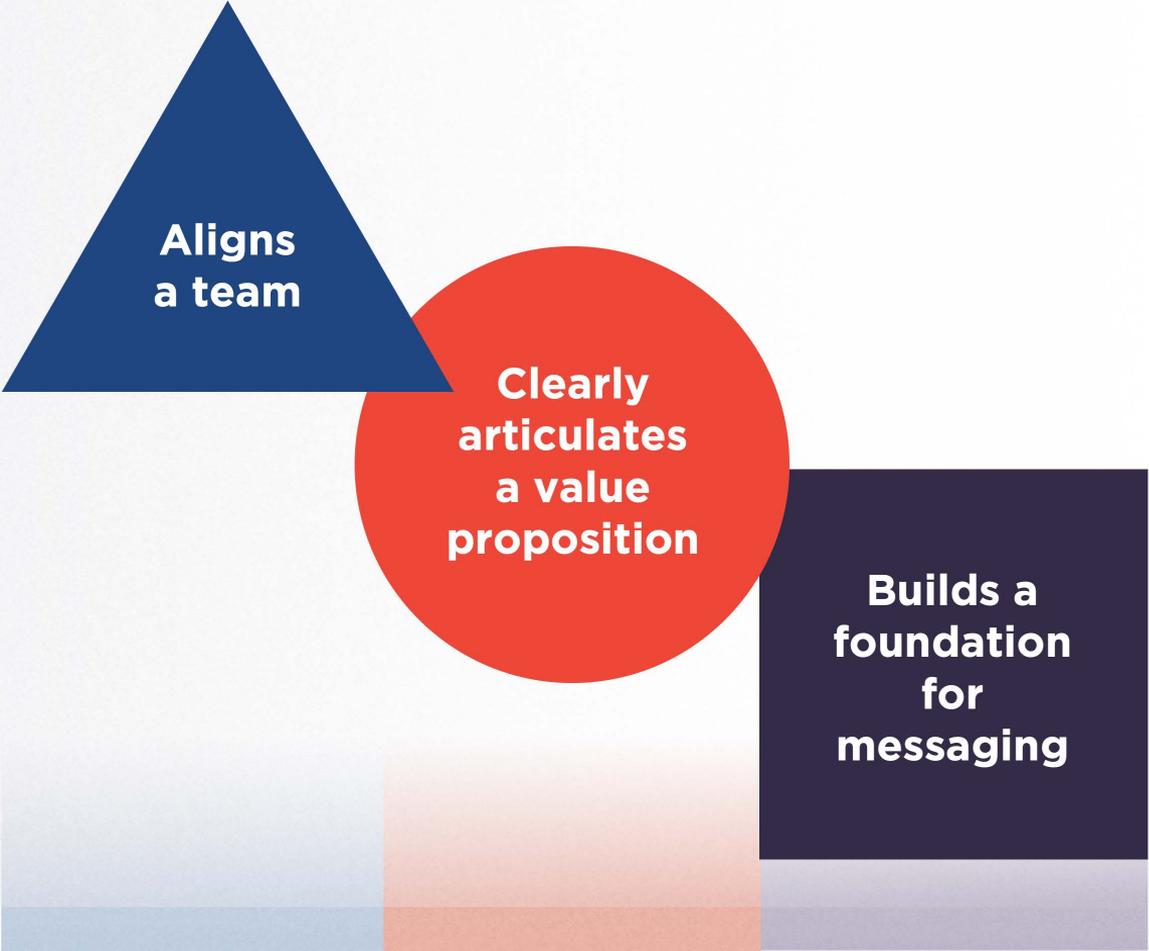


As businesses evolve, face external changes, or manage leadership successions, the ability to tell a clear, compelling and concise story is an essential leadership tool.

Clear & compelling

The most important driver of organizational alignment is a clear business narrative.

A good narrative achieves three goals:



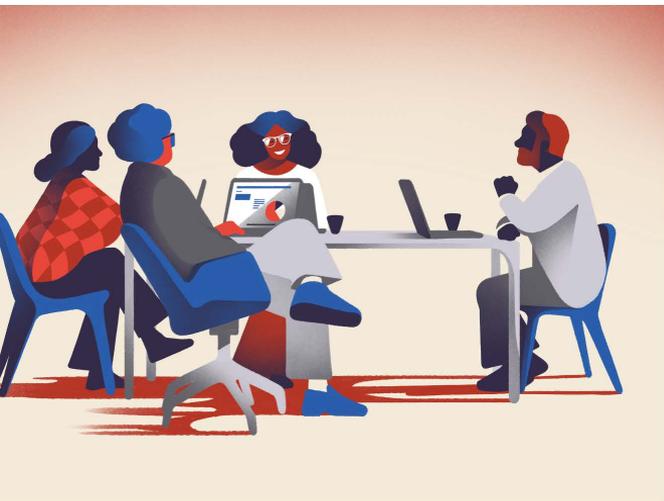
**Aligns
a team**

**Clearly
articulates
a value
proposition**

**Builds a
foundation
for
messaging**

How to Tell Your Story?

High Lantern Group helps businesses, teams, and organizations tell their stories.



From dense materials to persuasive stories

We help any business take complicated materials and differing visions—and distill them into a clear, persuasive story about the evolution of a business.

Expertise in every industry

We have decades of deep experience with dynamic, high-complexity industries including biotech, software, healthcare, pharma, manufacturing, technology, and finance.

Narratives for every business problem

We are experts in establishing, clarifying, and telling narratives not only for the whole company—but also a specific new initiative, business unit, product, or process.



Four Key Questions That Define a Clear Value Proposition

A central part of our narrative development process is the ability to articulate your vision and purpose so that it speaks to each of your stakeholders—from customers to investors to employees to potential partners.

1

What distinct value do we bring?



2

Why are we the best partners for our customers?



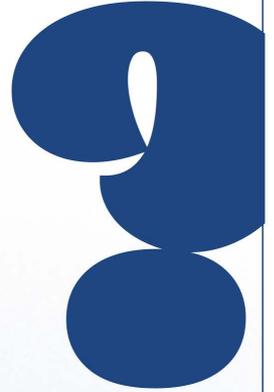
3

How are we getting ahead of the changes underway in the industry?



4

Why do the most talented employees want to work here?



From Concept to Narrative in 60-90 Days

For core stories, we have a highly efficient process for distilling clients' ideas about the fundamental questions facing their business with light demand on client time. And we deliver these stories in the format that is right for them—from a modular, professional-grade deck to a well-designed, and easy-to-read white paper.

STEP 1

Interviews with a small group of senior leaders with valuable perspectives

STEP 2

Leverage interviews to develop early drafts on a quick turnaround

STEP 3

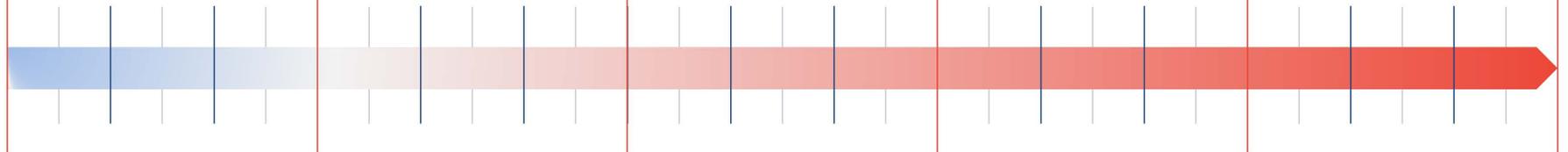
Maintain a clear dialogue to ensure responsiveness to business needs

STEP 4

Output a modular, 6-15 slide, professional-grade deck; or a well-designed, easy-to-read white paper about the company's future

STEP 5

Integrate the company narrative throughout internal and external communications



We Create Narratives for Every Function

Sometimes clients need a narrative for the entire company. Other times, clients need a consistent, compelling way to talk about a new initiative, product, process, or business unit that drives alignment and inspires confidence.

We know how to tell these defining stories.



Venture Fundraising

A modular pitch deck story to raise investor funds



New Product Gold Deck

A unifying deck to help sales teams describe product features to any audience



BU Reorganization

A workshop series helping leaders convey the story of mission, purpose and roles in a new structure



Competitive Differentiation

A core speech describing a business's aspirations and value propositions for keynotes or internal townhalls

We Drive Leadership Communications

For more than 15 years, High Lantern Group has assisted pharma, manufacturing, technology, and finance companies throughout the US, Europe, and Asia in creating customized narratives that elevate their messages and ideas.

