

FINDING YOUR CAPITAL S STORY



As we've learned thus far, in business, there are stories and then there are "Stories," those that stand the test of time, that are repeated and remembered and taught in business schools. We call these Capital S stories. What's your Capital S Story? This worksheet will help you to uncover it by helping you to think more deeply about what makes your organization unique, compelling and memorable to its stakeholders. Ideally, your Capital S Story answers these questions: Why would someone . . .

WHY SOMEONE WOULD...	YOUR ANSWER
Buy from you?	
Work for you?	
Invest in you?	
Partner with you?	