



10 Questions to Ask When Building Your Narrative

1. Does the message need to be more complex or more straight-forward?

2. Are you hoping to create a fun and playful tone or a direct tone?

3. Should your imagery be contemporary or classic?

4. Who is your ideal client or customer? Explain in detail.

5. What will your office be like 10 years from now? Imagine where you want the design of your company to go so that you can create a visionary design for your current deck.

6. How does your brand, company, or organization make a difference?

7. What does your current narrative look like? What aspects of it do you like? Dislike?

8. Now, assess what parts of your narrative need to change. Describe the necessary alterations.

9. What's your brand, company, or organization history?

10. Who should tell your story? A CEO account? A set of client experience stories? Which perspective should drive your narrative to achieve the results you desire?
