

General Story Grid

	Underdog	Rags to Riches	Journey	Quest	Comedy	Tragedy	Rebirth
Founding	Defeated the 'monster' at the outset	Self-made/ entrepreneurs/ start-ups	<ul style="list-style-type: none"> • Founder's journey • Journey from concept to launch 	It all began as a result of being on a mission to achieve a goal	Funny story about how it all began	<ul style="list-style-type: none"> • Death of the founder • Tragedy → birth of something 	Something new leads to transformation of something old/existing
What We Stand For	Values-driven vs. profit/power driven	Values lead to 'wealth' creation	Process of embedding/ living/ delivering the core values	<ul style="list-style-type: none"> • Values-driven quest to achieve a goal • Morals and ethics 	<ul style="list-style-type: none"> • Fun • Entertainment • Happiness • Humour • Inspirational 	Oppose/ protest/ anti campaigns	<ul style="list-style-type: none"> • Continuous improvement • Change • Growth
What We Do	Competitive advantage	'Wealth' creation	Processes/ business operations	Strategic mission	Funny stories about products/services etc.	Cause/help/ prevent/ cure	<ul style="list-style-type: none"> • Innovation • Transformation • Change management
Success	Overcame major problems/ challenges/ threats – against all odds	Success leads to 'wealth'	Journey to success	Success story about how the quest was achieved	<ul style="list-style-type: none"> • Self-deprecating humour • The funny side of success 	Tragedy leads to a successful outcome	<ul style="list-style-type: none"> • Company turnaround • Successful change
Future	Plans to defeat the monster in the future	Future dreams of success	<ul style="list-style-type: none"> • Voyage of discovery • Strategic roadmap 	Strategic vision	Portray the future in a comedic way	Tragic consequences of future action/ inaction	<ul style="list-style-type: none"> • Future innovation • Reinvention • Reinvigoration