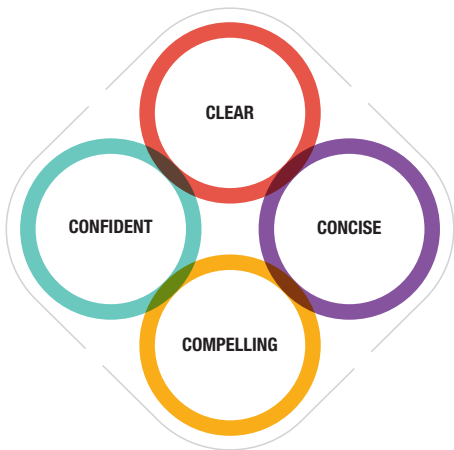


STRATEGIC NARRATIVE

HOW DO OTHERS KNOW WHAT'S IMPORTANT?



Your strategic narrative should be so clear that you can communicate it—and others can understand it—in 30 seconds or less.

EFFECTIVE COMMUNICATION CHECKLIST

- Are you communicating the vision and strategy clearly?
- Can you share it in 30 seconds?
- Are you passionate about it?
- Are you thinking BIG?
- Are you using aspirational language?
- Are you framing it positively?
- Are you expressing confidence in your team?
- Have you customized your message to address what is important to your audience?