

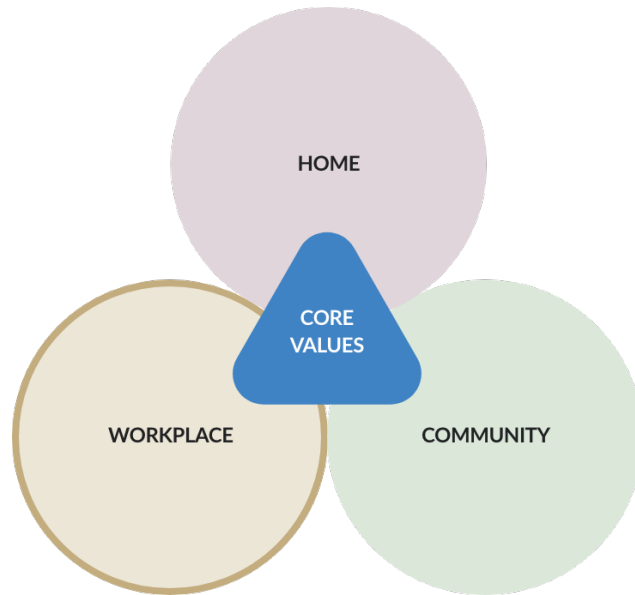
The Corporate Narrative Frame

Creating the Organisation's
Story of Restored Leadership



RESTORED LEADER

The relationship model



Core Values:

Undeniable truths that help you make sense of self and the world.

Home:

These relationships are those you consider “family”.

Community:

They are your friends, neighbors and places of worship.

Workplace:

These relationships are with your professional colleagues and customers you serve.

THE CORPORATE STORY

Creating the Story of Restored Leadership

We're all tired of hearing from *companies*. We ignore the sales pitches and 5 year plans.

We lean into *stories*. Your organisation can help people sort through complex ideas and a sea of distraction by guiding them through a story.

The Restored Leader Narrative Framework is a story-centric approach that takes seven elements of your organisation's calling and breaks them down into chapters of a larger narrative.

This framework helps you build an authentic script you can use to design intentional communication in your marketing, sales, interviews and onboarding. You can even use this script to ensure alignment at group or 1:1 meetings with staff or clients.

Reflecting on these prompts will help you formulate the story elements to help build an authentic narrative for your organisation.

1. Core Values

Core Values are the undeniable truths that reflect how your organisation makes sense of your team and of the world. These truths describe both current and aspirational versions of your brand. When compromised, your organization fails, and others around you suffer. Think of your Core Values as the qualities you want to be known for.

What are the organisation's Core Values?

How do you define them?

If applicable, what Scripture is used to anchor them?

2. Your Vision & Your Unique Calling:

What is the future your brand hopes for that isn't currently realised? Your unique leadership and your organisation's participation are necessary for this vision to become a reality. "Who" does your organisation want to become?

Your vision and mission is the work your organisation engages in daily to pursue the vision. Your team does this well because of two elements:

A) Empathy- You feel or have felt what your customers are experiencing. Express how you understand what they're going through.

B) Authority- Consider and share how your experience, skills and historical success makes you qualified to help your customer.

3. Those Entrusted to You:

Who interacts with your brand? Think about both internal and external stakeholders like employees, service providers and customers. Describe these people and their relationships with your company in as much detail as possible.

Consider details like:

- What is going well?
- What are some areas of tension?
- What do you hope for in each of these relationships?

4. The Problems of Those in Your Care:

Everyone experiences three levels of problems:

A) External- These are external forces actively causing conflict (for example: fractured or strained relationships, competition, avoiding reality, not enough time in the day).

In the space below, note the most significant external problem.

B) Internal- This is how they feel about their external problems (for example: embarrassed, sad, frustrated, etc.).

Put yourself in their shoes and describe what those feelings would be.

C) Philosophical- From a logical, thoughtful perspective: why is it wrong that they're facing these external and internal problems? What *should* be happening instead? Hint: Your vision and/or your product will address this.

5. Your Approach:

Create an agreement to address the problem. Consider following these steps.

01.) Invite your team or customer into a conversation.

02.) Listen to their questions and objections. What do they want or need?

03.) Communicate the agreements explicitly. (Write it down)

A) Plans come in processes (Steps 1, 2 & 3).

B) Define your agreement. Consider your team or customer's potential questions, objections or problems, and offer a process -- an intentional way of collaborating -- to ensure everyone gets the results they want. If you do this together, you'll achieve success in solving your problems.

6. Transformation:

You helped the customer transform into something different. Their lives have now evolved in a positive way. Talk us through what their lives looked like before working with you and what they look like after experiencing your brand.

7. Call to action:

What will you invite your audience to do now that they know who you are and the story you're writing? What is their next step if they want to journey with you?

Now, put it all together:

At [insert company name], our Core Values are ____ and _____.
What we mean by [Core Value 1] is [insert your unique, authentic definition.] And by [Core Value 2], we mean [insert definition].

We spend our days [insert your unique calling] because [insert those in your care] are facing [external problem], leaving them feeling [internal problem]. But we believe [philosophical] so that [insert your vision].

The way it works is this:
[insert your process]
[insert your agreements].

When people [unique calling] with us, [insert transformation].

This is a resource that you will refine continually. We hope that it serves as a guide to help you articulate your Core Values through a compelling story that your team, customers and even marketplace competitors will want to be part of.

At The Restored Leader, we believe that if you're telling a great story that's unique to you and the Core Values you represent, others will want to follow along and see what happens next.



ABOUT THE AUTHOR

Darren Ho empowers leaders to live without compromise by redeeming their Core Values.

He knows that all leaders face daily pressures from the world; leaving them feeling exhausted, frustrated, hesitant, and often like they're chasing after the wind. Darren founded The Restored Leader – a leadership coaching firm – in 2017 to help clients redeem, protect and live their Core Values. As a result, leaders create authentic narratives, giving them confidence and joy in their leadership formation.

Originally from the Los Angeles area, Darren is a first generation American citizen. He and his wife and three children currently reside in Indianapolis, Indiana. Before that, the Ho family lived in Asia and Europe for 11 years and as a result, are passionate global citizens.

Darren earned his Bachelor of Science in Business from the University of Southern California. He received his Executive and Organisational Coach education from the International Executive Coaching and Leadership and is a Professional Certified Coach (PCC) of the International Coach Federation. He is also currently pursuing a Master of Arts in Theology at Fuller Theological Seminary.