**Sample structure for a strategic narrative**

**Business purpose**

* What does your business do?
* How would you summarise the contribution your business makes to customers/stakeholders/ employees?

**Business vision**

* What is your strategic aim for the business? For example:
  + become the number one provider of [products] in the country
  + become an employer of choice in [region]

**Short-term goals**

* What are your objectives for the next year? For example:
  + profitability targets
  + productivity targets
  + product/service developments
  + recruitment/retention figures

**Customer offer and services**

* What are the key products/services you offer?
* How do they benefit customers?

**Business strategy in action**

* What proof points show your business strategy in action and delivering the envisaged benefits to customers, stakeholders, employees? For example:
  + stories of customer using products/services effectively
  + customer testimony to the impact of the business on their lives

**Information on your business culture**

* What qualities/characteristics make your business special?
* What values/beliefs guide the way your business does business? For example:
  + Innovation: we always think of new ways to help our customers
  + Agility: we relish and harness change

**Information on expected employee behaviours**

* What are the standards of behaviour that everyone in the business is committed to/evaluated on? For example:
  + Treat colleagues with respect at all times
  + Provide feedback in a constructive way
  + Challenge any inappropriate behaviour from others