

From: CEB <CEBGlobal.Support@cebglobal.com>
To: Kester, Tonykester@aging.sc.gov
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Unleashing the Power of a Corporate Narrative | [View online](#)

Unleashing the Power of a Corporate Narrative

Executive Guidance, Q1 2017 Edition

With the surge of mergers and acquisitions leading to more “franken-companies,” it’s become increasingly challenging to clearly articulate a company’s brand, mission, and business priorities. Without a well-crafted story, these messy organizations are confusing their audiences, resulting in employee attrition and poor performance.

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In order to drive clarity through corporate messaging, business leaders must design a corporate narrative with these three concepts:

1. Keep the narrative simple.
2. Ensure flexibility to enable use across multiple situations.
3. Maximize the narrative’s “fit” with users.

[Read our latest edition of Executive Guidance](#) to learn how you can create a singular narrative that inspires employees and engages your stakeholders.

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CEB Corporate Headquarters: 1919 North Lynn Street, Arlington, VA 22209, p: [+1-571-303-3000](tel:+15713033000)

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