

# Narrative Components: Dimensions of Purpose

Every component of your Narrative expresses a different facet of your organization's identity.

**SHARED PURPOSE**

Motivation



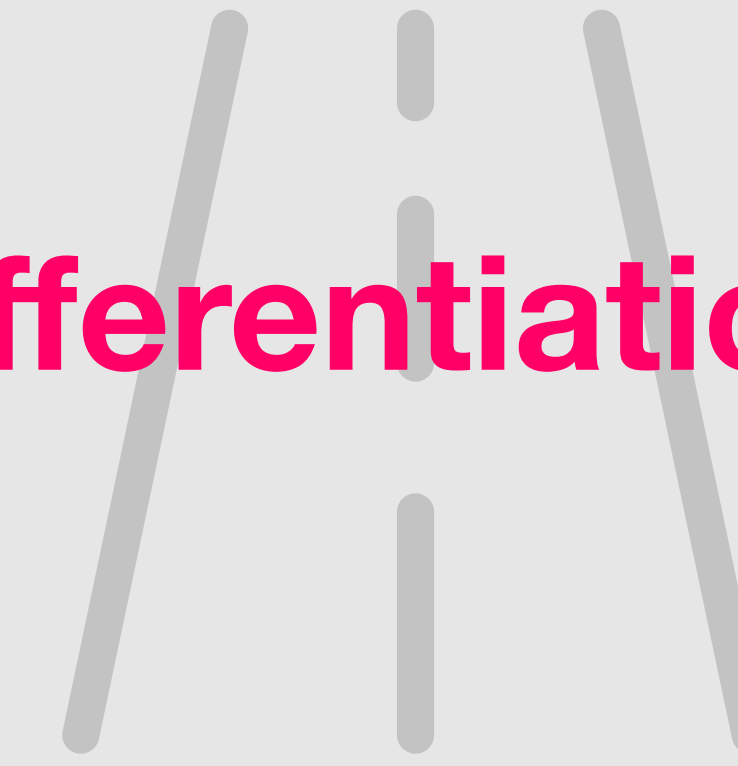
**PURPOSE METRIC**

Progress



**PATH TO PURPOSE**

Differentiation



**COMPANY DNA**

Authenticity



**CONTRIBUTION**

Focus



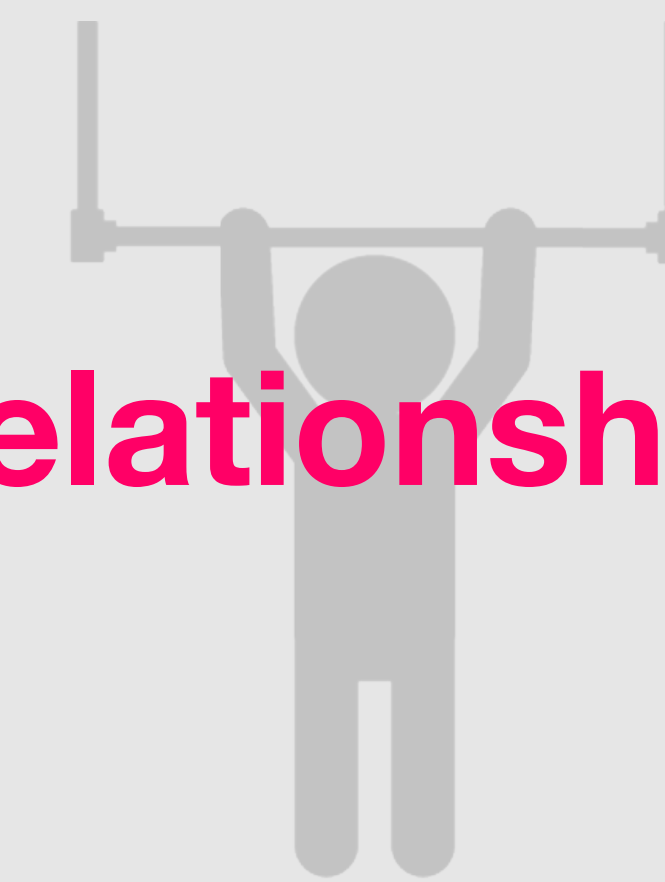
**BRAND ROLE**

Tone



**MINDSHIFTS**

Relationship



**BRING IT ON**

Confidence

