



The best products fail all the time. The world is full of companies backed by capital, led by committed teams, and with valuable products or services. But the vast majority of these will fail to achieve their goals—because people do not see them as essential. Purposeful companies invest in building their product and team, but when it comes time to go to market, they fail to persuade customers they are a necessity: poor differentiation reduces them to a facsimile of their competitors, an emphasis on features and benefits obscures their true value, and misaligned teams result in pitches to prospects and experiences for customers that confuse more often than persuade. The customer journey degrades into a wandering path, sales funnels grind to a halt, and customer engagement fades as the brand fails to gain traction. For a company to lead its market, it must become a brand customers cannot live without.

Strategic leaders intuitively understand the value their company delivers. But founders, CEOs, and revenue executives become frustrated when prospects, customers, and even their own team members don't see the opportunity they do. The leadership team's own enthusiasm becomes a hindrance as the company stumbles into the market without a defined way to share their strategy. More often than not, the company resorts to a message about how great it is, instead of telling the brand story customers crave: how great they could be. Absent that strategic narrative, they are doomed to follow in the footsteps of great products that never crossed the chasm.

To unlock its full potential, a company must transform into an essential brand.

Woden creates strategic narratives for essential brands. For a company to be successful, it must discover its brand story, and every interaction it has with prospects and customers should reinforce that message. Woden's founders struggled with this in their own business, and they saw first-hand how a clear, compelling story transformed an otherwise good business into a great one. The team of Wodenworkers who partner with each client are obsessed with achieving this same transformation by crafting their StoryKernel.

The StoryKernel is the foundation of a defined messaging hierarchy for a purposeful company. Woden's engagements guide clients on a journey of self-discovery to uncover which elements of their brand ought to be elevated, which can be minimized, and how to structure their strategic narrative using the "Hero's Journey" narrative arc. This brand story, the StoryKernel, is a focused message which mirrors the client's customer journey, resulting in an efficient sales funnel. Woden ensures its clients align their team with the StoryKernel, and that it is implemented holistically across the business.

A brand's story is its strategy. Through Woden's proprietary process, companies who want to lead their market can not only clearly articulate what makes them essential to their prospects, customers and employees, but equip each of those audiences with the tools to understand and share that story. When every touchpoint a brand has with its audiences is aligned with its strategic narrative, a brand becomes essential—ready to convert their prospects into customers, and their customers into evangelists.

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