



The best products fail all the time. Technology has upended how people buy; buyers are more educated, more aware, and more difficult to reach than ever. A company can raise the most money, build the best team, and engineer a great product—but, if buyers don't see their brand as essential, it will never reach its potential. When a company's go-to-market fails to make a case for change, buyers stick with the status quo: undifferentiated messaging that emphasizes features and benefits and fails to push buyers forward. To transform buyers into believers, the brand must pull buyers towards them, in a customer journey they want to take.

Strategic leaders intuitively understand their company's value. 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 messaging becomes increasingly complex 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.

Woden creates strategic narratives for essential brands. For a company to attract its best-fit customers, it must discover its brand story, and use every interaction with prospects and customers to 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 through the StoryKernel.

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

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 translate their strategy into a narrative that aligns their team and pulls in their customers. The StoryKernel guarantees that brands nail their positioning and master their message. Its structure mirrors the customer journey; the StoryKernel creates a pull motion that draws buyers towards the brand more efficiently than ever before.

A brand's story is its strategy. Companies who partner with Woden to craft their StoryKernel can empower their prospects, customers, and employees to share the story that converts buyers into believers. When every touchpoint a brand has with its audiences is aligned with its strategic narrative, a brand becomes essential—ready to convert prospects into customers, and customers into evangelists.

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