30-3-30 Storytelling Framework

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A storytelling framework for shaping a founder or business story into versions for different settings.

What this guide covers

- Identify the moments and ideas that make a business story useful.
- Adapt the story to shorter and longer communication formats.
- Check that the central message remains consistent across versions.

Who this is for

For founders and communicators who use business stories in marketing or presentations.

Putting the ideas to use

Draft versions for a brief introduction, a presentation, and a longer conversation, then compare their core message.

Book details

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Download availability: After payment, download the complete ZIP package or the included PDF separately.