

Why a single business narrative doesn't work

Adapt your story for
your audience



A business has three influential audiences:

Customers

Investors

Employees

A single narrative doesn't address their different needs, wants, and aspirations.



CUSTOMERS care about the value you deliver TODAY

Showcase how your products
and services solve their
problems.

Emphasize your value
proposition, ensuring they
understand your unique ability
to address their needs now.

Strong positioning is key 

INVESTORS care about your TOMORROW

Paint a compelling picture of your big vision and how it's set to disrupt the market.

*Make them believe in your Roadmap,
Not just your product or service*



EMPLOYEES are the bridge between the PRESENT and the FUTURE

Acknowledge the current reality, where you are going (your vision), and how you will get there (the roadmap).

*Align them with your purpose, driven by
the present, inspired by the future*



**Never
underestimate the
power of a well-
crafted story**

Make it relevant

Make it resonant



REMEMBER

Vision for Investors.

Value for Customers.

Vision, Value, and Roadmap for
Employees.



I help B2B tech founders and
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