

At Media Shower, we're all about better communication. This template will help you communicate a better story for your company or brand. Answer each prompt as best you can, and a story will emerge.

The Origin:

Why did the founder(s) start the business?	
What was their background?	
Was there anything quirky/unique about them?	
Did they know what they were doing?	
Where did they start the business? (Garage, barn, Detroit, etc.)	
Was there anything memorable about this place or location?	
Did they have help? Who were the supporting players?	
How did they fund it?	
What year was this?	

The Conflict:

What was the biggest problem or crisis the company faced?	
In simple language, why was this a problem?	
How long did the company work on this problem?	

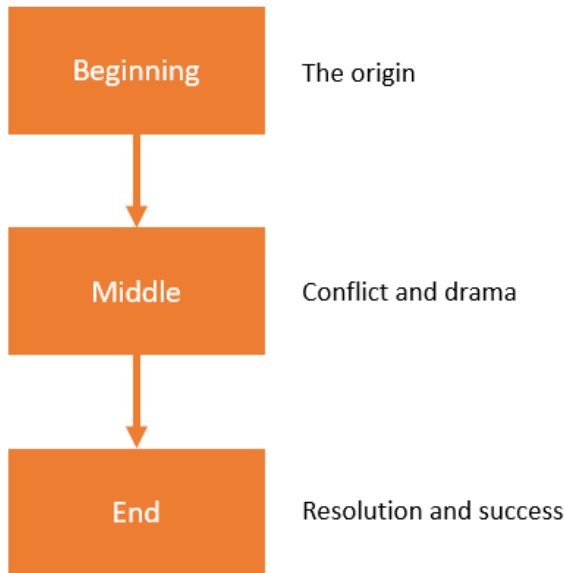
What were some of the solutions that were tried?	
What was the low point? (The lower, the better.)	
What was the breakthrough innovation or idea?	
In simple language, why was this a breakthrough?	
What did the company learn from this experience?	
What strengths or virtues does the company have as a result?	
What were the benefits of solving this problem (how does it help today)?	

The Present:

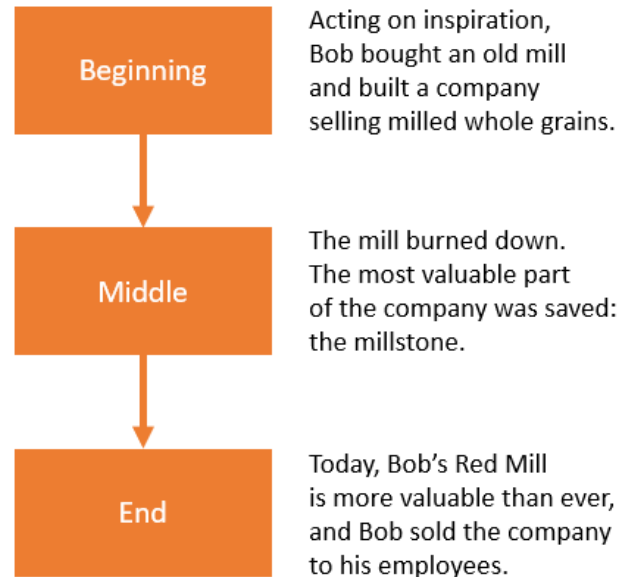
What does the company do today?	
How is this similar to the original vision? How is it different?	
What are the company's annual revenues?	
How many employees?	
Other valuable numbers? (Number of customers, countries, pageviews, etc.)	
Does the company have a big, audacious goal for the future?	

Now, select the most interesting details of the story and fit them into the three-act structure on the next page. It is OK to simplify details, characters, and timelines, as long as you are true to the spirit of the story.

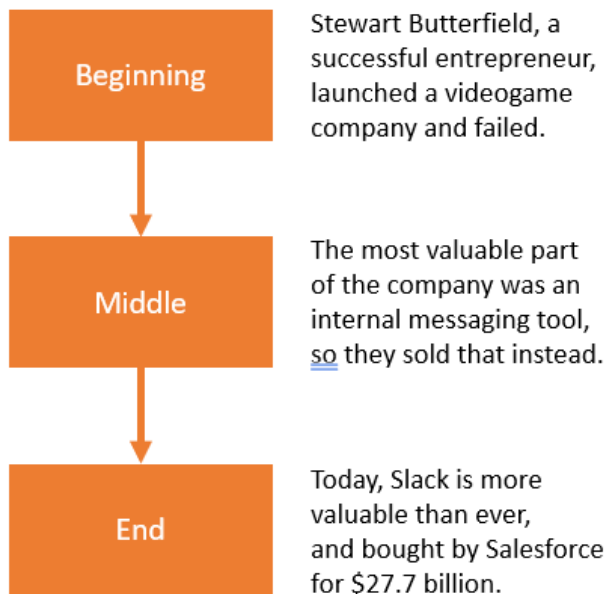
The Company Story Formula



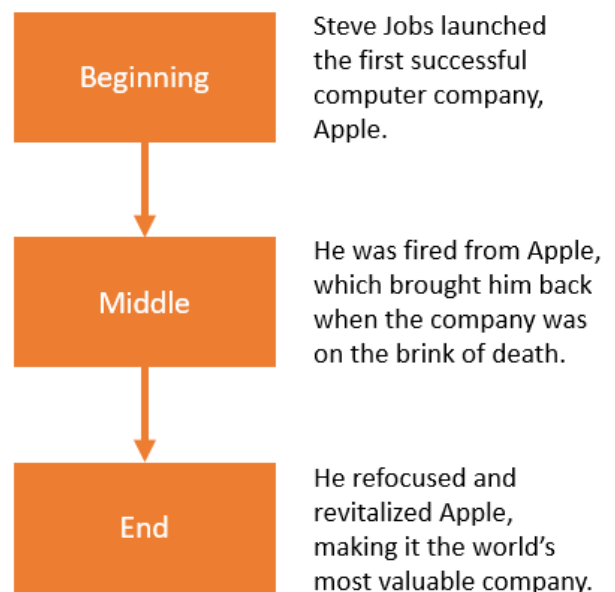
The Bob's Red Mill Story

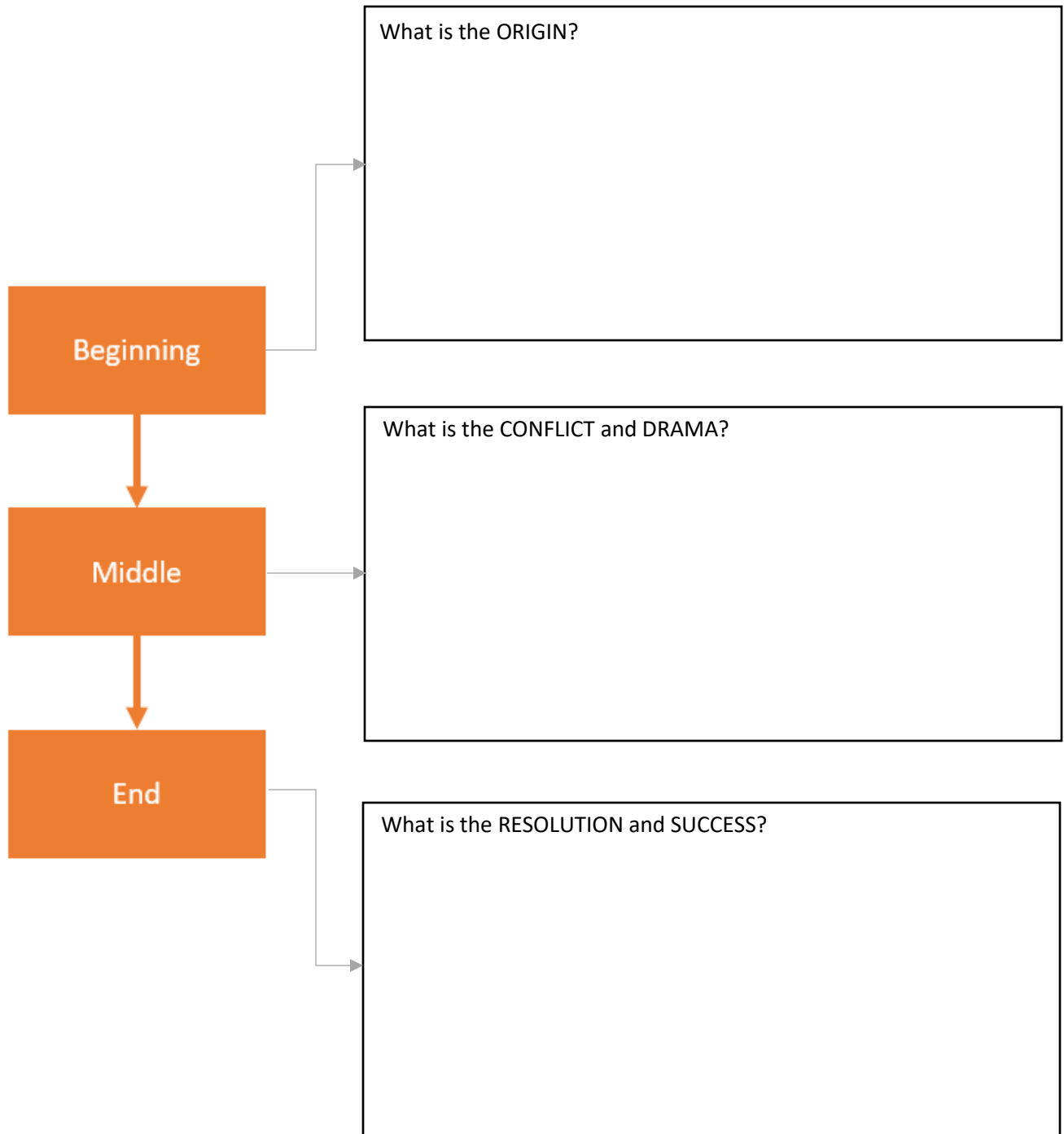


The Slack Story



The Apple Story





Write a 2-3 sentence summary of the story here and rehearse it. (It will get better as you tell it to people.)