

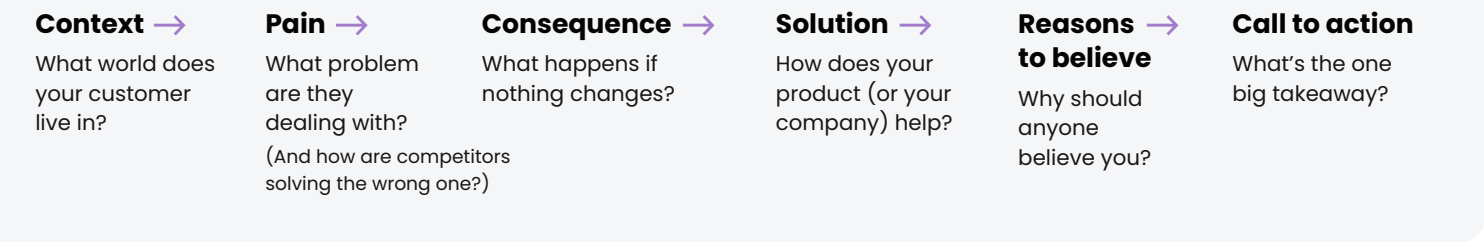
Don't let a good strategy die in a slide deck.

The Article Group Narrative Framework helps fast-moving teams turn big ideas into go-to-market clarity.

Your product isn't the story. Your customer is. We help teams craft clear, strategic narratives that align stakeholders, articulate value, and drive action, fast.

The Article Group Narrative Framework

A customer-centered storytelling tool that cuts through chaos



How it works

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| STEP 1:
DISCOVERY
Rapid research and stakeholder interviews | STEP 3:
SALES DECK DESIGN
A bold, visual story that's ready to share |
| STEP 2:
NARRATIVE DEVELOPMENT
A collaborative, six-step sprint | STEP 4:
MESSAGING FRAMEWORK PROTOTYPE
A foundational doc your whole org can use |

Why it works

- Shift the focus from the company to the customer
- Forces empathy over ego
- Aligns all teams around the same story
- Saves you from "work about work"
- Actually gets used

What you get

TIER	WHAT YOU GET	TIMING
Narrative Clinic	A live workshop with your team	4 hrs
Narrative Framework	A detailed narrative outline	3 wks
Narrative Presentation	A complete and designed narrative deck	5 wks

We've done this with some of the world's leading tech companies.

