

When and Why do you need Strategy?

Have you asked or answered any of the below questions? More than once? Yay! Do you know what you want to do with that wondrously insightful knowledge? And Why? Yay! Get on out of here and get on with it.

Or take just a few minutes to read this. Something could spark in you. And maybe you'll be looking for a way to go both higher and deeper. Or for someone to talk to. Go on, say hey yay!

You might need Strategy...

If your Why has not been surfaced or articulated at the highest and most emotional level.

If you haven't asked yourself "Why you are really doing this?" And asked and answered exactly Why you care so much.

If you haven't articulated the heart, mind and world space you're meant to fill.

If you don't know how the world and the world of your audiences will be different, better, kinder, gentler, sweeter, radder, more awesome, or more promising when you fill that space.

If you don't know the single most important thing you want people to know. And Why you want people to know that. And Why they they should care.

If you don't know who you are. And who you are not.

If you spend most of your time talking to yourselves and not with the people who might need you most.

If you do a lot of looking out side-view mirrors and fancy backup cameras at what your competitors are doing, but you don't know how and Why you're really different from your competitors in ways that will really matter and resonate with your audiences.

If you do know your Why and yet your messaging doesn't follow or deliver on your Why. Or you've lost your center or wandered off course and don't know how to get back.

If your messaging is not connecting with your key audiences. Or you say, wait, who are my my key audiences? And by audiences, we mean real people, not made-up personas.

If you haven't talked to your key audiences about what really matters to them. Really? Do it. Promise it won't hurt. Well, it might, just a little bit, but it will be so illuminating. And it doesn't have to be complicated. Because the truth is out (and in) there. Really.

If your elevator pitch needs a really tall building. Or on that really long elevator ride, people don't light up, choke up or jump up. Or they turn away and stare at the wall.

If you want to talk it out, walk about or ride in that elevator together, say hey yay!



**Yayful Strategy,
Rad Storytelling.**

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