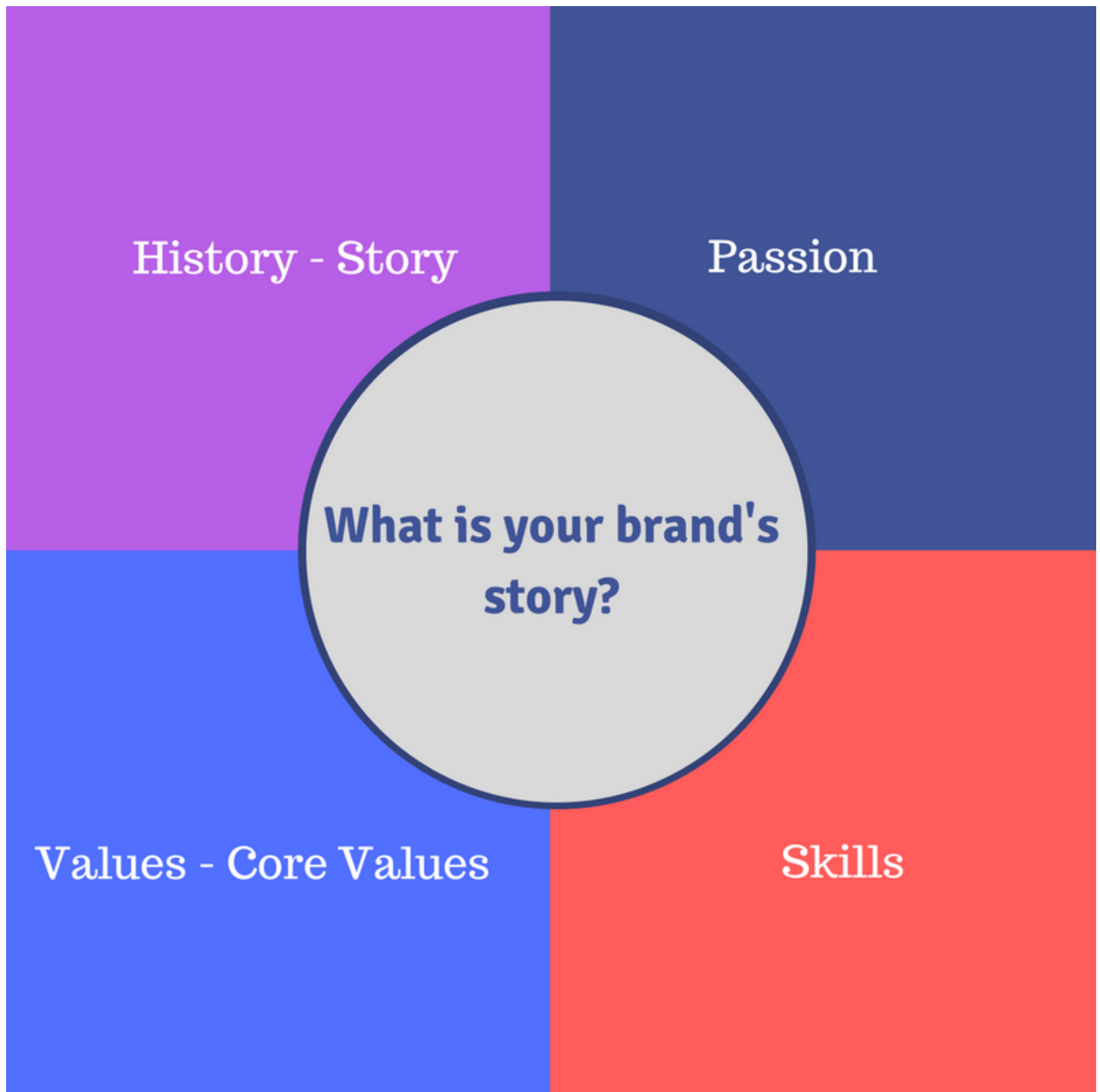


Company Story Worksheet

Company Story Worksheet



Company Story Worksheet

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FIRST EDITION

Company Story Worksheet

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Company Story Worksheet

Preface

This worksheet is a complimentary resource for the blog post *How to craft a compelling story for your business*.

How to use this worksheet

Simply print the worksheet out and fill in the pillars with information using the instructions below.

On each page is one of the pillars of a compelling company story. Fill in the details for each in the correlating section.

Set aside some time. Gather members of your team. Make copies of the worksheet if needed.

Make some coffee so you are alert (or tea if that's your thing).

Get started.

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Skills

If you are a solopreneur, this will be a self-evaluation exercise. If you have a team, you may want to list the skills of each team member. Then you can use something like a Company Skills Matrix to make a team evaluation.

Company Skills Matrix Resources:

<https://skillsmatrix.info/>

<https://ability6.com/>

List 10 skills you have a vast amount of experience or an extreme competency.

The important thing is to have a core list of skills for your company that helps tell your story. How did you develop those skills? What happened that lead to that development.

How do those skills help tell your story?

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Skills

List your skills and rate them from 1 to 10.

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Values

List 10 values that are important to you and your brand. Which ones are an important part of your business? Some may refer to them as core values. These drive everything you do.

Simply list your value and why it's important to you and your team.

Examples:

Always do the right thing, Always. (Dave Creek Media)

Delivering our very best in all we do, holding ourselves accountable for results. (Starbucks)

More examples:

<https://elementthree.com/blog/5-examples-of-companies-with-awesome-core-values/>

<https://wishlistrewards.com/25-top-workplaces-and-their-core-values>

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Values

List 10 values important to your company

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Company History

We want to get the best version of your company's history. Below are some questions that will help you uncover your best story.

Additionally, list some of the most important events in your company's history.

Questions to Consider

How did your company get started?

What drove you to start the company and why?

What was your biggest adversity? Second biggest adversity? How did you overcome these adversities?

Who helped you overcome these adversities?

What makes you frustrated about your industry? Why?

What is the one thing you would change in your industry? Why?

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List Chronology of business events below

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Passion

What are five things you are passionate about that intersects with your business?
List those here.

Passion + Business

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Final

On the final page, list the top three things from each page.

What about them connect?

How can use them in your story?

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	Skills	Values	Passion	History
1				
2				
3				

Company Story Worksheet

Putting it all together

You will use the information that you gathered in this worksheet to assist in putting together your About Page. The pack has an About Page framework which will allow you to plug in the information.