



How to use:

01. Log in to your Canva account

02. Either:

- Go to File > Make A Copy
- Go to Share > Download > Choose "PPTX" > Download



Story organiser.

Rules of engagement: Using the content from the previous exercises, turn them into one-line answer for the prompts.

Step 1: What was the trigger for the company?

Step 2: What was the personal motivation?

Step 3: What did you want to do differently?

Step 4: What are your guiding principles?

Step 5: What is the biggest problem you solve?

Step 6: What do your competitors do?

Step 7: What do you do differently?

Step 8: What does success look like if they do it your way?

Story builder.

[DOT • SOCIAL

What is the biggest problem you solve?

We believe...

We work differently by...

Our customers value..