

Company Stories Builder

Utilize this worksheet to build important company stories.



What is a Company Inception Story?

An **Inception Story** encapsulates the origin and foundational motivation behind a company's creation, articulated through the founder's personal journey and vision. Here's a refined definition:

- **Origin and Inspiration:** The Inception Story chronicles the pivotal moment or series of events that compelled the founder to embark on the entrepreneurial journey. It highlights the specific circumstances or insights that illuminated the need for a new venture.
- **Visionary Impact:** This narrative often captures a profound desire to effect significant change, improve lives, or address pressing challenges in innovative ways. It reflects the founder's commitment to making a meaningful impact on customers, communities, or key stakeholders.
- **Foundational Purpose and Long-term Vision:** The story provides a vivid illustration of the core purpose behind the company's establishment. It integrates the fundamental reasons for the company's existence and intertwines them with the founder's long-term aspirations, often extending to a visionary 100-year outlook.

Why an Inception Story is Valuable to Founders and Companies

An effectively communicated company inception story can be a cornerstone for a visionary woman founder in building a high-impact, high-growth company. Here are eight compelling reasons highlighting its value:

- **Enhancing Brand Identity and Cohesion:** A compelling inception story reinforces the brand's identity, values, and mission. It serves as a constant reminder to the team and the market of what the company stands for. This clarity helps maintain consistency in decision-making and brand messaging, which is crucial as the company scales.
- **Boosting Employee Engagement and Morale:** A strong origin story helps employees feel connected to the purpose and vision of the company. It can inspire pride and a sense of belonging, which are key factors in employee satisfaction and retention. This connection is especially important in maintaining morale and motivation as the company grows and the founder's direct involvement with each team member naturally diminishes.
- **Attracting Talent:** In today's competitive job market, talented individuals look for roles that offer more than just a paycheck; they seek meaning and alignment with their personal values. A resonant inception story can attract candidates who share the company's vision and values, facilitating a better cultural fit and reducing turnover.
- **Facilitating Customer Loyalty:** Customers increasingly favor brands with relatable and authentic stories. An inception story that communicates the founder's motivations and the company's commitment to certain values can foster a strong emotional connection with customers. This loyalty can be pivotal in sustaining the business through the volatility of scaling.
- **Drawing Investor Interest:** Investors are not just investing in a business model but in the vision and the team behind it. A powerful inception story can illustrate the founder's resilience, creativity, and commitment, traits that reassure investors of the founder's ability to navigate the challenges of growth.

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- **Guiding System and Operational Development:** The core ideas and struggles encapsulated in the inception story can serve as foundational elements when designing systems and operations. They ensure that the company's growth doesn't stray from its original vision but instead builds upon the foundational principles that made the initial concept compelling.
- **Supporting Scalability:** As a company expands from a small team to a larger enterprise, the inception story acts as a scalable element of the corporate culture. It helps new employees understand their roles within a larger narrative, simplifying onboarding and integration into the company culture.
- **Overcoming Growth-Related Challenges:** The story of the company's inception often includes overcoming initial challenges and adversity. This narrative can be a source of resilience and a problem-solving framework for the company as it faces the inevitable challenges of scaling. It reminds the team of their capability to overcome difficulties, encouraging a proactive and persistent approach to new challenges.

Examples:

Here are examples of company inception stories from woman-founded businesses that showcase their unique motivations, challenges, and visions:

Spanx by Sara Blakely: Sara Blakely started Spanx with her life savings of \$5,000 from selling fax machines door-to-door. She was inspired by her own need for comfortable and flattering undergarments that didn't exist on the market, leading to the creation of the now-iconic Spanx shapewear.

Rent the Runway by Jennifer Hyman and Jennifer Fleiss: Jennifer Hyman was inspired to start Rent the Runway when she noticed her sister spending an exorbitant amount on a designer dress for a wedding, sparking the idea to create a platform for renting designer apparel at a fraction of the retail price.

Honest Company by Jessica Alba: Jessica Alba founded the Honest Company after her first child was born and she had an allergic reaction to a detergent. Motivated by the lack of eco-friendly, non-toxic baby and household products, she started a company that prioritized health and sustainability.

23andMe by Anne Wojcicki: Anne Wojcicki co-founded 23andMe with the goal of making genetic testing accessible to everyday consumers, allowing people to learn more about their heritage and health predispositions directly without the need for a healthcare provider.

Bumble by Whitney Wolfe Herd: After leaving Tinder, Whitney Wolfe Herd created Bumble, a dating app that empowers women by requiring them to make the first move. The company was born out of her desire to create a safer, more respectful online dating environment.

Canva by Melanie Perkins: Melanie Perkins founded Canva based on her observation that graphic design software was too complex and inaccessible. Starting first with a school yearbook design business, she expanded her vision to democratize design through an easy-to-use online platform.

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PART ONE - PREPARATION QUESTIONS.

1. What is the story of how your company began?

2. What were the series of events that sparked your company's inception?

3. What were the hopes and dreams the founders imagined would be possible?

4. Was there a person or situation that inspired the founding of the company? If so, who were those people or situations, and how did they influence the founding of the company?

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5. What was the transformation you hoped the company would offer these constituents?

6. What did the founder [s] hope to create for others and the world?

7. Why did the founder [s] start the company? What was the deep and profound reason worthy of all the work, risk, and sacrifice? What did they hope to achieve? Overcome? What did they believe they could make better in the world?

8. Is there a story behind the name of your company? If so, what is the story?

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PART TWO - INCEPTION STORY MAD-LIB.

Utilize this template as a starting place to help you create your Company Inception Story.

Ever since **[year]** when our founder, **[founder's name]** **[had this profound experience]** and discovered **[core constituents]** **[having a tremendous need for specific core need/pain/problem]**, **[the organization]** has been dedicated to supporting **[core constituents]** in experiencing **[outcome transformation/core purpose]**.

All these years later, we are now serving **[number of customers/constituents]** in **[locations]**, and we remain dedicated to helping **[core constituents]** overcome **[specific core need/pain/problem]** so they can experience **[outcome/transformation/core purpose]**.

In the space below, go ahead and write your Company Inception Story.

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PART THREE – VISION TEST

Using the attributes below, test the Inception Story You Created, and make any changes or edits.

Vision Test:

YES	NO	PAST, PRESENT, FUTURE. The story will tie together past, present, and future into one cohesive story.
YES	NO	WHO WE SERVE. The story will depict the people we serve and the needs we aim to address.
YES	NO	CONNECTS CORE PURPOSE. The story relates the Core Purpose with those we serve and creates clarity about why that Core Purpose is necessary.
YES	NO	CONNECTS VISION. The story shares the vision of what the company hopes will become possible for those we serve.
YES	NO	CONNECTS PROGRESS. The story shares the important results and progress already achieved by the company.
YES	NO	IMPACT GOAL ENROLLMENT. The story articulates the inspiring long-term goal the organization is working to achieve right now. This goal, within the story, enrolls others to want to be a part of achieving the desired result.

Write the finalized version of your Inception Story below.

Congratulations on writing your Company Inception Story! Feel the power of putting these words together! Be sure to write it on your [4-Page Growth Plan™](#) now.

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PART FOUR - SHARE YOUR STORY.

Decide on three specific ways you would like to share your story right now. Also specify by when you will complete the action.

	Ways to Share Your Company Story	Owner	By What Date
1			
2			
3			

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PART FIVE - GATHER OTHER STORIES.

What are other important company stories that would be valuable to re-tell? Reflect and write on these questions:

1. What is the story of your first customer?

2. What are your favorite customer stories?

3. What is a story of how a customer's life or circumstances were transformed by some aspect of your company's products or services?

4. What are your favorite employee stories that depict team members going above and beyond in service of others?

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5. What is a story of a team member helping a customer overcome a challenge or achieve an important desire?

6. What has your company had to overcome to grow and survive?

7. What has your company achieved that makes you and your team feel a deep sense of pride?

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PART SIX - SHARE OTHER STORIES.

Decide on three specific ways you would like to share your other company stories, and by when you will complete the action.

	Ways to Share Other Company Stories	Owner	By What Date
1			
2			
3			



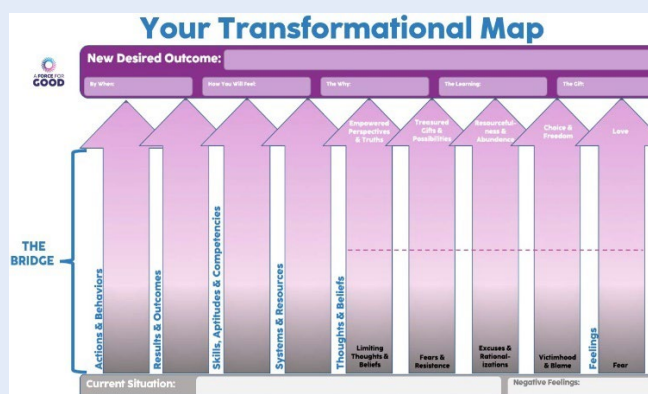
The *Three Essential Tools* of the Force for Good System™

- The **4-Page Growth Plan™** restores your power as a leader. It reminds you that you and your team already have what you need to take the next brave step.
- In four pages is everything you need to know to unlock the puzzle of growth in your business.
- The visual summary of the Transformational Flywheel, customized for your company.

[Download 4-Page Growth Plan™](#)



The 4-Page Growth Plan™



- Your **Transformational Map** helps teams grow – from inside out.
- Growth requires change. The map unlocks the hidden, unconscious reasons why we resist change.
- Helps you step into your role as a Transformational Leader.
- Each business breakthrough becomes a path to both business growth -- and personal growth for leaders and teams.

[Download Transformational Map](#)

- The **Seven Rituals of Innovation™** spin the transformational flywheel of your business.
- Specific daily, weekly, monthly, quarterly, and annual rituals together with your team.
- Redirecting you and your team back to what is most important, these moments accelerate the path to your vision.

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