



How Your Inception Story Can Fuel Growth, Impact, and Freedom using the *Company Stories Builder*

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Today's Purpose

- Have you grown a high-impact business, yet feel growth has now plateaued?
- Do you find your company still relies heavily on you, leaving you little freedom?
- Do your team and customers truly understand why your company began?
- Are you ready to reignite the passion and purpose that launched your venture?

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A **FORCE** FOR
GOOD

Force for Good System™

- The Force for Good System™ is an elevated model of leading scalable, perpetual growth, while increasing your personal prosperity and freedom.
- This series empowers founders to elevate *how* their company operates but using the Force for Good ToolKit.
- In each masterclass we introduce tools and mindsets that help you, your team, and your company grow and prosper.
- By implementing the Force for Good Business System™ Tools, one by one with your team, you will:
 - Develop a system for perpetual growth – impact, scale, profit.
 - Empower your team to maximize their impact daily.
 - Become a high-performance, high-impact CEO.
 - Help every team member grow as a leader.
 - Build a self-managing company that thrives with or without your daily involvement.
 - Foster personal freedom and prosperity.

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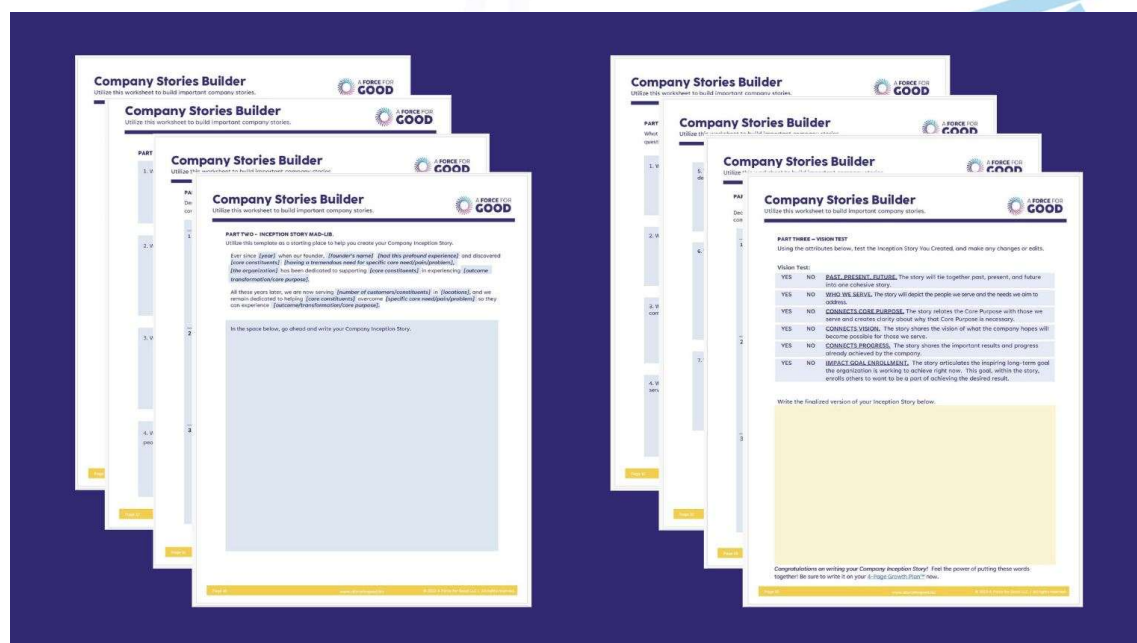


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Today's Focus: Company Inception Story

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- **Company Inception Story –**
 - The story of how and why your company began.
 - Captures the founder's passion and the spark that inspired your venture.
 - A Core Growth Element in the Force for Good System™ – a key part of your 4-Page Growth Plan™.
- **Today's Tool:** Company Stories Builder
- **Workshop Goals:**
 1. Use the Company Stories Builder.
 2. Write your Company Inception Story
 3. Identify High-Potency Action to enhance your company's growth and impact.
- **Download the Company Story Builder now!**





The Brighter Future You Envision

- What would meaningful success look like to you in the next 12 months?
- Bring this most essential goal in your heart.
- Write down your goal now.
- Circle it with loving light.
- As you circle it, call forth the wisdom within you and your team to help this breakthrough happen beautifully.

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Company Inception Story





What is a Company Inception Story?

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- The **origin story** of your business – *how* it all started and *why* you started it.
- It's that tale of the moment or reasons that pushed you, as the founder, to say "Yes, I'm doing this!"
- It captures the **passion** you felt and the **spark of inspiration** that ignited your venture.
- A guiding light for your team and plans
- Company Inception Story a **Core Growth Element**
 - Fundamental to your business's ability to grow and thrive.
 - It isn't just a nice anecdote; it's a building block of your growth strategy.
 - Lives on your 4-Page Growth Plan™

What is the inspiring origin story of how and why your company was born?



Core Growth Element – *Where It Fits on the 4-Page Growth Plan™*

- On Page 1 of your 4-Page Growth Plan™ -- **Know Your Purpose** -- your inception story is the very first element.
- **This section defines your WHY** – it includes your Company Inception Story, Core Purpose, 100-Year Vision, 10-Year Impact Goal and Core Values.
- **Your Company Inception Story** is the foundation: it aligns everyone with the original purpose and sets the tone for growth.

FFG 4-Page Growth Plan™ (4PGP)

KNOW YOUR PURPOSE.

Inception Story

Core Purpose

100-Year Company Vision

10-Year Impact Goal

Core Values

KNOW WHO YOU SERVE.

Total Available

Serviceable Addressable Market

Targetable Market

Authentic Customer + Offering

Who They Are	What They Need	WHO+WHAT Statement	Why – Trend & Triggers

What You Offer

Core Competitors

Position Statement

Chosen Area of Greatness

3 Feelings to Cultivate

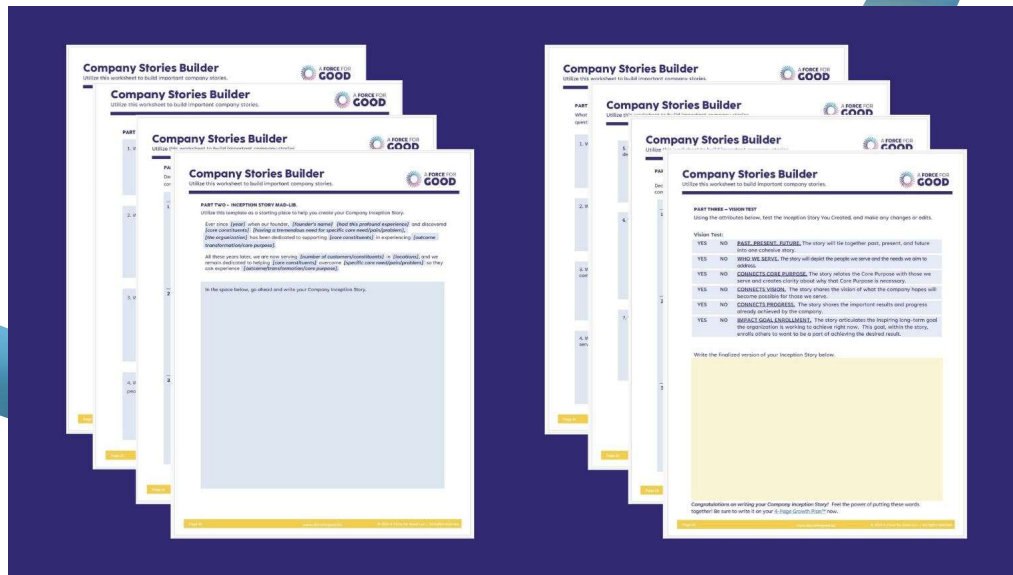
Impact Mantras

3 Customer Experience Improvements

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Company Stories Builder



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Preparation Questions

Inception Story Mad-Lib

Vision Test

Share Your Story

Gather Other Stories

Share Other Stories



Company Stories Builder

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 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?

Company Stories Builder

Utilize this worksheet to build important company stories.



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?




Company Stories Builder

Part One – Preparation Questions, cntd.

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?

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

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Company Stories Builder

Part Two – Inception Story Mad-Lib

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]*.

Company Stories Builder

Utilize this worksheet to build important company stories.



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.



Company Stories Builder

Ever since **1998**, when our founder, **Sara Blakely**, struggled to find seamless undergarments that worked under white pants and discovered women everywhere having a tremendous need for comfortable, slimming shapewear that didn't roll down or show seams, Spanx has been dedicated to supporting women in experiencing confidence, comfort, and empowerment in what they wear.

All these years later, we are now serving millions of women in over 50 countries, and we remain dedicated to helping women of all shapes and sizes overcome the struggle of finding shapewear that is both functional and flattering so they can experience greater confidence, comfort, and freedom in their daily lives.

Part Two – Inception Story Mad-Lib

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]*.



Company Stories Builder

Part Three – Vision Test

1. **PAST, PRESENT, FUTURE.** Does the story tie together past, present, and future into one cohesive story?
2. **WHO WE SERVE.** Does the story depict the people we serve and the needs we aim to address?
3. **CONNECTS CORE PURPOSE.** Does the story relate the Core Purpose with those we serve and create clarity about why that Core Purpose is necessary?
4. **CONNECTS VISION.** Does the story share the vision of what the company hopes will become possible for those we serve?
5. **CONNECTS PROGRESS.** Does the story share the important results and progress already achieved by the company?
6. **IMPACT GOAL ENROLLMENT.** Does the story articulate 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.

Company Stories Builder

Utilize this worksheet to build important company stories.



PART THREE – VISION TEST

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

Vision Test:

YES	NO	<u>PAST, PRESENT, FUTURE.</u> The story will tie together past, present, and future into one cohesive story.
YES	NO	<u>WHO WE SERVE.</u> The story will depict the people we serve and the needs we aim to address.
YES	NO	<u>CONNECTS CORE PURPOSE.</u> The story relates the Core Purpose with those we serve and creates clarity about why that Core Purpose is necessary.
YES	NO	<u>CONNECTS VISION.</u> The story shares the vision of what the company hopes will become possible for those we serve.
YES	NO	<u>CONNECTS PROGRESS.</u> The story shares the important results and progress already achieved by the company.
YES	NO	<u>IMPACT GOAL ENROLLMENT.</u> 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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Company Stories Builder


Part Four – Share Your Story

Identify three ways to share your new Company Inception Story:

1. Action
2. Owner
3. Due Date

Company Stories Builder

Utilize this worksheet to build important company stories.



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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Company Stories Builder

Part Five – Gather Other Stories

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?

Company Stories Builder
Utilize this worksheet to build important company stories.



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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Company Stories Builder

Part Five – Gather Other Stories, cntd.

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?

Company Stories Builder
Utilize this worksheet to build important company stories.



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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Company Stories Builder

Part Six – Share Other Stories

Identify three ways to share your new company stories:

1. Action
2. Owner
3. Due Date

Company Stories Builder

Utilize this worksheet to build important company stories.



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			



Update Your 4-Page Growth Plan

Insert your Company Inception Story



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FFG 4-Page Growth Plan™ (4PGP)
A living, breathing reminder of what is most important for growth.

KNOW YOUR COMPANY

Inception Story

10-Year Impact Goal

Core Values

KNOW WHO YOU SERVE.

Total Available Market	Serviceable Addressable Market	Serviceable Obtainable Market

Authentic Customer + Offering

Who They Are	What They Need	WHO+WHAT Statement	Why – Trend & Triggers

What You Offer	Core Competitors	Position Statement	Chosen Area of Greatness

3 Feelings to Cultivate	Impact Mantras	3 Customer Experience Improvements

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Acknowledge Insights & Wisdom

- Reconnecting with your founding purpose can reignite your passion and provide new clarity.
- Your story highlights what makes your company unique and why it truly matters.
- Storytelling is a powerful tool to align and inspire your team and stakeholders.
- Gaining clarity in your “why” boosts your confidence as a leader and communicator.
- Your Company Inception Story isn’t just about the past – it’s a guidepost for future growth and impact.



Establish High-Leverage Habits

- Habits that guarantee breakthrough results.
- Which habits can propel your company towards its 100-Year Vision?
- What is **one new weekly repeatable habit** you can commit to implementing this week to share your Company Inception Story?
 - Kick off weekly team meetings with a quick story that reinforces your purpose, starting with your Company Inception Story.
 - Add the Company Inception Story and a video with the founder sharing it to the company orientation for new hires.
 - Create a Company Inception Story video and run it weekly on your social media.
 - Add a personal purpose reflection to your routine (e.g., reading your Inception Story every Monday).
 - Recognize team members by sharing stories of them living the company values.
 - Share a new Company Story at a Monthly Town Hall.

Choose one
**HIGH-
LEVERAGE
HABIT**
you will start this
week.



Identify High-Potency Action

- Actions that produce significant, measurable impact.
- What is actions you can commit to this week to advance your Company Stories?
 - Publish your inception story on a public platform (e.g. update your website “About Us” or write a LinkedIn article this week).
 - Film a 2-minute video of you telling your founding story and share it with your network (e.g. on social media).
 - Hold a dedicated team session to share and discuss your company story and mission (schedule it now, perhaps this week).
 - Update your pitch deck or marketing materials to include your founding story (within the next week).
 - Pitch your story to a podcast, blog, or event to reach new audiences (make at least one outreach this week).

Choose one
**HIGH-POTENCY
ACTION**
you will take this
week.

- **Defined your Company Inception Story** – reconnecting with the core “why” that drives your business.
- **Learned the Company Stories Builder** – a step-by-step method to craft and test powerful stories.
- **Discovered key insights** about your purpose, uniqueness, and the power of storytelling for growth.
- **Identified High-Leverage Habits** to keep your story and purpose alive in your daily and weekly routine.
- **Planned High-Potency Actions** to amplify your story’s reach and fuel your company’s next level of growth.



Next Steps

- **Download the Company Vision Expander** by signing up for the Tool of the Week: aforceforgood.biz/weekly-tool/
- You will also receive the three **Force for Good Essential Tools**:
 - 4-Page Growth Plan™
 - Transformational Map™
 - Seven Rituals of Innovation™

Receive free weekly tools: aforceforgood.biz/weekly-tool



Force for Good Tool of the Week

- Every week we launch a new tool and mini retreat.
- Mini retreat live every Monday at 12 PM ET.
- Get the recording and links by signing up.

aforceforgood.biz/weekly-tool



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The Book

- Purchase the book and gain access to receive the Force for Good ToolKit.
- Instructions for each tool.
- The full System™

aforceforgood.biz/book





Growth Accelerator

- 12-Module Online System.
- Videos, tools, assessments.
- Alone or with your team.

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Thank you!

Free FFG Tool of the Week:
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