

Masterclass Summarized Transcript



 A Force for Good

The Story that Scales!

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



The Story That Scales

How Your Inception Story Can Fuel Growth, Impact, and Freedom

Welcome & Introduction

[00:00:00]

Hello there, and welcome to *The Story That Scales: How Your Inception Story Can Fuel Growth, Impact, and Freedom using the Company Stories Builder™*.

This session is part of the **Force for Good System™**, and it's designed especially for **purpose-led women founders** and their teams.

Here's what we'll cover today:

- Why your **Inception Story** is so important to growth
- How to use the 🍀 **Company Stories Builder™** to capture and share it
- How to connect your story to the 🌞 **4-Page Growth Plan™**
- Simple, high-leverage actions you can take immediately

And most importantly, how to use storytelling as a catalyst for **growth, impact, and freedom**.

Why We're Here

[00:01:00]

Many of you have built amazing companies. You've achieved real traction. But now—maybe you're hitting a **growth plateau**.

- You might still be wearing too many hats.
- Your business might still depend on you for all the little things.
- You might be craving more freedom from the daily grind.

- And maybe, your team or customers don't fully understand your *why* anymore.

And here's the big one:

- Are *you* still feeling the spark you felt when you started?

If any of this resonates, you're not alone. This happens to nearly every founder I've ever worked with.

And the good news?

👉 By defining your **Company Inception Story**, you can reignite that spark, reconnect with your deeper purpose, and unlock fresh energy for growth.

The Force for Good System™

[00:02:30]

The **Force for Good System™** is an elevated model for leading **perpetual growth**.

It's not just about scaling profits. It's about aligning your team around a system of ideas, practices, and habits that drive:

- **Impact** (the good you create in the world)
- **Scale** (your company's growth capacity)
- **Profit** (the resources that sustain you)

This masterclass is one of many sessions in a broader journey where we'll help you:

1. Install a system of **perpetual growth**
 2. Empower your team to lead with clarity and purpose
 3. Free yourself from being the bottleneck in your own business
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Today's Focus: The Inception Story

[00:04:00]

So let's dive into today's focus: your **Company Inception Story**.

This is:

- The story of how and why your company began
- The capture of your passion and the spark that inspired your venture
- A **Core Growth Element** of the Force for Good System™
- A building block of the 🌟 **4-Page Growth Plan™**

And today, we'll use the 🍀 **Company Stories Builder™** to help you:

1. Write your Company Inception Story
2. Identify high-potency actions to move your company forward
3. Share that story so it fuels your growth

The 4-Page Growth Plan™

[00:05:00]

The **Inception Story** sits right at the *top* of your **4-Page Growth Plan™**—and for good reason.

Here's what's inside the Plan:

Page 1: Core Growth Elements

- Your **Inception Story**
- Your **Core Purpose**
- Your **100-Year Vision**
- Your **10-Year Impact Goal**

- Your **Core Values**

Pages 2–4: Strategic Growth Plan

- Market positioning
- Impact plans
- Financial models
- Team and systems

Why does the Inception Story go first?

Because it is the foundation. It:

- Aligns everyone in your company with where you're going and why
- Shapes decision-making as you think about your customers
- Anchors your strategy and culture as you scale

Step One: Remembering Your Beginning

[00:06:00]

Let's start with the **first page of the Company Stories Builder™**.

You'll begin by connecting with your deeper reasons:

💡 Reflect on these prompts:

- What is the story of how your company began?
- Was there a defining *moment* or a series of events?
- Who were you talking to at the time?
- Did you experience a problem yourself—or did you see someone else experiencing it?
- What hopes and dreams did you have when starting?
- Was there a person or situation that inspired you?

👉 Take a few notes. Write freely. Don't overthink—just capture what comes to mind.

Example: Allumé Home Care

[00:07:00]

Let me give you an example from my own journey.

For me, with my healthcare company **Allumé**, inspiration came from my stepdaughter Amelia.

We discovered that, after years of around-the-clock care and significant private expense, she actually qualified for **16 hours a day of nursing services** through insurance. We were overjoyed—finally, support!

But then came the reality check: no home health agency in Connecticut would provide these services. It was considered too niche, too complex.

So with my co-founder Christine, and the help of a nurse experienced in this area, we made a decision:

👉 We would build a company to make this service available—not just for Amelia, but for children and adults with complex medical needs across the state.

That was our **Inception Story**.

It was deeply personal. But note this: your story doesn't have to come from your own experience. It might come from witnessing an injustice, spotting a gap in the market, or seeing a possibility others couldn't see.

Step Two: The Transformation You Hoped to Create

[00:08:30]

The next page of the  **Company Stories Builder™** invites you to ask:

- What transformation did you hope your company would create?
- What change did you hope to bring into people's lives?
- What was the bigger impact you dreamed of?

For Allumé, here was mine:

- I wanted medically fragile children and their families to have access to around-the-clock care if they qualified.
- I wanted no one to be left on a waiting list.
- And I wanted to **double access to services in Connecticut within 10 years.**

Ask yourself:

- Why was your company worth the risk, sacrifice, long hours, credit cards, and vacations interrupted by work?
- What made it *worth it*?

And one more important question:

- *What is the story behind your company's name?*

Step Three: Drafting Your Inception Story (Madlib Exercise)

[00:10:00]

Now that you've remembered your beginnings and reflected on the transformation you hoped to create, it's time to **draft your Inception Story**.

To make this easier, the 🍀 **Company Stories Builder™** includes a **Madlib framework**—a fill-in-the-blank exercise that helps you quickly put your ideas on paper.

Here's how it begins:

Ever since [YEAR], when our founder [FOUNDER'S NAME] experienced [CORE EXPERIENCE], and discovered that [CORE CONSTITUENTS] had a tremendous need for [NEED, PROBLEM, OR PAIN], [COMPANY NAME] has been dedicated to supporting [CONSTITUENTS] in experiencing [OUTCOME OR TRANSFORMATION].

This first sentence alone gives you the skeleton of your Inception Story. From there, you'll build additional layers.

My Example: Allumé Home Care

For Allumé, here's how I filled it in:

Ever since 2016, when our founder Coco Sellman called over 30 home health agencies and discovered that children and adults with complex medical needs were being turned away for critical nursing services, Allumé has been dedicated to supporting medically fragile children and adults in receiving remarkable care at home.

From there, I added:

All these years later, we are now serving over 1,000 patients across 87 towns in Connecticut. We remain dedicated to helping families overcome

the challenge of accessing 24/7 nursing care so that every child and adult who qualifies can experience being surrounded by the care they need—funded by insurance and delivered in their homes.

That’s the power of the Madlib exercise. It gives you a clear structure for capturing both the spark of your beginning and the progress you’ve made.

Another Example: Spanx

Let’s look at how this might apply to a famous story you probably know—Spanx, founded by Sarah Blakely.

Here’s a draft using the Madlib:

Ever since 1998, when our founder Sarah Blakely struggled to find seamless undergarments that worked under white pants, and discovered that women everywhere had a tremendous need for comfortable, slimming shapewear, Spanx has been dedicated to supporting women in experiencing confidence, comfort, and empowerment in what they wear.

And then, the long-term continuation:

All these years later, Spanx serves millions of women in over 50 countries. The company remains dedicated to helping women of all shapes and sizes overcome the struggle of finding shapewear that is both functional and flattering—so they can feel confidence, comfort, and freedom in their daily lives.

Notice what happens here:

- The Madlib gives you the *backbone*.
- Adding the “All these years later...” continuation connects the **past, present, and future**.
- Suddenly, you’ve got a **compelling Inception Story** that can be refined and polished further.

Using AI as a Refinement Partner

[00:13:00]

Here's a tip: once you've drafted your story using the Madlib, you can bring it to an AI partner like ChatGPT (yes, like me!) and ask:

- "Make this more polished."
- "Make this sound inspiring."
- "Make this 200 words."
- "Make this easy to read for customers."

The Madlib helps you get it *out of your head and onto the page*. AI can help you polish it into something that feels powerful, inspiring, and ready to share.

Step Four: The Vision Test

[00:15:00]

Once you've drafted your Inception Story, it's time to make sure it **passes the Vision Test**.

There are **six questions** to ask yourself:

1. **Past–Present–Future:** Does the story connect your company's past, present, and future in one cohesive thread?
2. **Constituents:** Does it clearly depict the people you serve and the needs you aim to address?
3. **Core Purpose:** Does it connect to your core purpose and explain why that purpose is necessary?
4. **Transformation:** Does it share the vision of what becomes possible for those you serve?

5. **Progress:** Does it highlight the results and progress your company has already achieved?
6. **Inspiration:** Does it articulate a compelling long-term goal that inspires others to join you?

If your story passes these six tests, you've got a story that isn't just good—it's magnetic.

💡 Pro Tip: The “All these years later...” section is especially useful for #4 and #5 above. It shows your transformation *and* your progress, while still pointing toward the future.

Part Four: Sharing Your Inception Story

[00:17:00]

At this point, you've drafted your **Company Inception Story**. You've even tested it against the **Vision Test** to make sure it's powerful, clear, and inspiring.

Now comes the most important part: **sharing it**.

Here's the truth:

- A story only has power when it's told.
- And not just told by you—the founder—but when it's told, heard, and repeated by others.

That's why Part Four of the 🍀 **Company Stories Builder™** is all about **getting your story out into the world**.

I'm going to challenge you right now:

👉 Share your Inception Story in **three specific ways within the next seven days**.

1. Internal Share (With Your Team)

[00:18:00]

First, share your story **inside your company**.

Here's how you can do it:

- Schedule a moment in your next **team meeting** (or call a quick huddle).
- Tell your team: *"I realized we've never actually written down or shared our full Inception Story. I'd like to share it with you today so we all have the same language and clarity about why we exist."*

And then share your story.

💡 *Here's where the magic happens:*

After you share, ask your team:

- *What about this story matters to you?*
- *How does this story resonate with you personally?*

Your team's answers will give you insight into what inspires them most—and it creates a ripple effect of enthusiasm and alignment.

2. External Share (With Your Community)

[00:19:00]

Second, share your story **beyond your team**—with your customers, your followers, and your industry.

Ways to do this:

- Refresh your **About page** on your website with your new story
- Post your Inception Story on **LinkedIn** or your company's social platforms
- Add it into your **company newsletter** or investor update
- Record a **short video of you telling it**, and share it directly with your audience

Why this matters:

When you share your founding purpose publicly, it does two things:

1. It **attracts** the right people—customers, partners, team members—who resonate with your mission.
2. It **differentiates** you in a crowded marketplace.

Because people aren't just buying what you sell. They're buying into *why you exist*.

3. One-on-One Share (With a Trusted Person)

[00:20:00]

Finally, I want you to share your story **one-on-one**.

Choose someone you respect and trust. This could be:

- A mentor
- An advisor
- An investor
- A fellow founder
- Even a close friend

Here's how you might bring it up:

- *"I've been working on articulating my company's Inception Story. Can I share it with you?"*

Then tell them your story.

💡 Why this is powerful:

- It helps you practice telling the story in a more **intimate, conversational setting**.
- It builds deeper personal connection with the person you're talking to.

- You'll often get feedback that makes your story even stronger—and sometimes, the act of sharing it inspires new opportunities you hadn't expected.

Deadlines & Accountability

Here's the key: **don't delay this step.**

- Share internally with your team **this week.**
- Share externally with your community **this week.**
- Share one-on-one with someone you trust **within seven days.**

Without a timeline, it's too easy to put this off. With a timeline, you'll create momentum.

Why Sharing Matters

Remember this:

Your Inception Story gains its true power when it lives **outside of your head** and in the hearts of your team, your customers, and your community.

The more it's told, repeated, and shared, the more it fuels alignment, attracts the right people, and strengthens your leadership.

So don't tuck it away in a drawer. Bring it to life.

Part Five: Gathering Other Stories

[00:21:00]

By now, you've crafted and shared your **Company Inception Story**. But here's the thing:

Your company is not built on just one story.

Your company is rich with stories.

The **Company Stories Builder™** helps you start creating a **Story Bank**—a living collection of stories that fuel your company's **culture, brand, and growth**.

Let's walk through the kinds of stories you want to gather.

1. Customer Stories

These are some of the most powerful stories you can tell. Examples include:

- The story of your **first customer**
- A **customer win**—a transformation they experienced through your product or service
- A time you helped a customer **overcome a major challenge**
- A customer who told you: *"Because of your company, my life is better."*

💡 These stories make your impact tangible. They let others see themselves in the transformation you provide.

2. Employee & Team Stories

Think about stories from inside your team:

- The story of your **first hire**

- A **team triumph story** (when your team implemented a new system, launched a new product, or simply went above and beyond)
- Stories of **values in action**—moments when your team lived out your core values in a powerful way
- **Support stories**—when a team member supported someone else, a customer, or even you as the founder in a meaningful way

These stories reinforce culture. They help your team see themselves as protagonists in your company's journey.

3. Overcoming Challenge Stories

[00:22:00]

Every company faces challenges. Some nearly break us. Others shape us.

Examples might include:

- How you navigated **COVID-19** and kept your business alive
- How you overcame **supply chain breakdowns, funding delays, or team turnover**
- A story of adapting when your business model wasn't working, and you pivoted

💡 These stories demonstrate resilience. They become part of your company's mythology—reminders that *we can handle hard things*.

4. Pivot & Innovation Stories

Sometimes, the most important stories are about when you realized something **wasn't working**—and you changed.

- A time you **pivoted** in strategy or product
- An **innovation story**—a breakthrough idea that changed the game

- A story about how you stopped doing something that wasn't aligned

💡 These stories show your adaptability and commitment to growth.

5. Future Vision Stories

Not all stories are about the past. Some are about the future you're building.

- Imagine the world **10 years from now** if your company fulfills its mission
- Describe a **future scenario** that illustrates the transformation you're working toward
- Paint a picture of your **ideal impact** at scale

💡 These stories invite people to dream with you—and enroll them in building that future alongside you.

Building a Story Bank

Here's what I want you to do:

1. **Brainstorm** each of these categories. Write down one story that comes to mind in each.
2. **Capture details**—who was involved, what happened, why it mattered.
3. **Store them in one place** (a Story Bank: a shared doc, Notion page, or folder your team can access).

This becomes your company's **reservoir of inspiration**.

Ritualizing Storytelling

One of the components of the **Force for Good System™** is the *Seven Rituals of Innovation™*. These are the rhythms of daily, weekly, monthly, quarterly, and annual meetings that keep your company aligned and growing.

💡 Here's a simple practice to integrate:

- At your **weekly team meeting**, ask one team member to bring a story.
- Rotate who shares each week.
- Encourage stories of customer wins, team values in action, or overcoming a challenge.

What happens is remarkable:

- Your team starts to see themselves as storytellers.
- The company culture grows richer.
- You realize your company is *so much bigger than you as the founder*.

My Example: Allumé

At Allumé, we had stories about:

- Sending gift boxes to nurses in the field during COVID
- Holding multiple town halls to keep the team inspired and connected
- Getting PPE to families when it was nearly impossible to source
- Nurses going above and beyond to help families feel safe

Each of these stories wasn't just "nice." They became proof points of what made Allumé special. They helped the team feel proud, connected, and aligned.

Action Step

[00:25:00]

Right now, brainstorm at least **five stories** for your Story Bank.

Ask yourself:

- What's the story of our **first customer**?
- What's a story of a **team member going above and beyond**?
- What's a story of a **challenge we overcame**?
- What's a story of our **values in action**?
- What's a story of the **future we're building**?

Write them down. This becomes the raw material for team inspiration, marketing, pitches, and leadership moments.

Part Six: High-Leverage Habits

[00:26:00]

You now have your **Inception Story**, and you've started building a **Story Bank** of other powerful moments.

The next step is making storytelling a habit.

Here's why:

- A story told once can inspire for a day.
- A story told consistently becomes culture.

These are what I call **high-leverage habits**—tiny but mighty routines that, when repeated, have a disproportionate positive effect on your business growth and culture.

Examples of High-Leverage Story Habits:

- **Weekly team kick-off:** Start every team meeting with a quick story (customer win, values in action, or even your Inception Story).
- **Orientation video:** Record yourself sharing your Inception Story. Play it for every new hire during onboarding.
- **Social sharing rhythm:** Post your story, or a story from your Story Bank, once a week on LinkedIn or Instagram.
- **Personal reflection:** Revisit your 4-Page Growth Plan™ weekly. Read your Purpose and Inception Story aloud to yourself—it's grounding and clarifying.
- **Monthly town halls:** Share one new story at each all-hands or town hall meeting.

💡 *These small habits compound. Over time, they reinforce your purpose, align your team, and keep your community connected to your why.*

Part Seven: Recap & Alignment

[00:28:00]

Let's pause and celebrate what you accomplished in this masterclass:

- You used the 🍀 **Company Stories Builder™** to define your **Inception Story**.
- You remembered your founding purpose, the problem you set out to solve, and the transformation you hoped to create.
- You drafted your first version using the **Madlib framework**, then strengthened it with the **Vision Test**.
- You created a plan to **share your story**—internally, externally, and one-on-one.
- You began building a **Story Bank** of customer stories, team triumphs, challenges, pivots, and future visions.

- You identified **high-leverage habits** to keep storytelling alive and active in your company.

And all of this connects back to the 🌟 **4-Page Growth Plan™**—the central tool of the Force for Good System™.

Your Inception Story sits at the very top of the plan because it:

- Anchors your purpose
- Guides your decisions
- Inspires your team
- Shapes your strategy

Every element that follows—Core Purpose, 100-Year Vision, 10-Year Impact Goal, Core Values—flows from it.

Part Eight: Closing Inspiration

[00:30:00]

Here's what I want you to take with you:

Your story is not just words on a page.
It's not just history.

Your Inception Story is leadership.

It aligns your team. It attracts your customers. It builds confidence in your why.

And here's the best part:

When you tell your story, you don't just clarify what your company is.
You give others clarity about **how they can be of highest and best use.**

That's the gift you give as a founder.

So don't let your story gather dust.

- Tell it.
- Share it.
- Live it.

Because your story has the power to scale your **growth, impact, and freedom**.

Part Nine: What's Next

Here are your immediate next steps:

1. **Download the Company Stories Builder™** at aforceforgood.biz/weekly-tool (free this week).
2. **Write your draft** Inception Story using the Madlib.
3. **Run it through the Vision Test.**
4. **Share it**—internally, externally, and one-on-one within the next seven days.
5. **Start your Story Bank.** Write down at least five stories this week.
6. **Add habits** to keep storytelling alive—put them on your calendar.

If you want to go deeper:

- The 🌟 **Growth Accelerator** (12 modules, self-paced) will help you implement the entire Force for Good System™ with your team.
- My book, *A Force for Good*, gives you the full roadmap and walks you through every tool.

Final Words

[00:31:00]

Thank you for being here today. It's truly my pleasure to serve you and be a part of your journey.

I always say:

The world is made better by women-led businesses.

So let's go out there.

Let's tell our stories.

Let's scale our companies.

And let's make the world better through business.