



# Mine Company for Story Gems



Pathways to Explore		Step 1 Find Your Story Gems	Step 2 Find the Deeper Meaning	Step 3 Link to Key Messages
<b>Founder</b>	<ul style="list-style-type: none"><li>• Inspiration to start company</li><li>• Challenges that were overcome</li><li>• Mentors who helped</li><li>• Legacy he/she left behind</li><li>• Company values he/she started</li></ul>			
<b>Leaders</b>	<ul style="list-style-type: none"><li>• Championed innovation</li><li>• Navigated a key challenge</li><li>• Leadership values were formed</li><li>• Mentored others</li><li>• Sacrificed for a team</li></ul>			
<b>Employees</b>	<ul style="list-style-type: none"><li>• How they engage with the brand</li><li>• Go "above and beyond" to deliver for customer</li><li>• Stand up for the "right thing"</li><li>• How the company helped during a personal crisis</li></ul>			
<b>Heroes</b>	<ul style="list-style-type: none"><li>• Consumer who achieved a major goal</li><li>• Partners who advance your cause</li><li>• Company stories that support a higher value</li></ul>			