Narrative is Strategy

Turning Tech Adoption into Market Differentiation

"

Your narrative = A story people remember. Your defensible edge. Gives people a reason to expect more
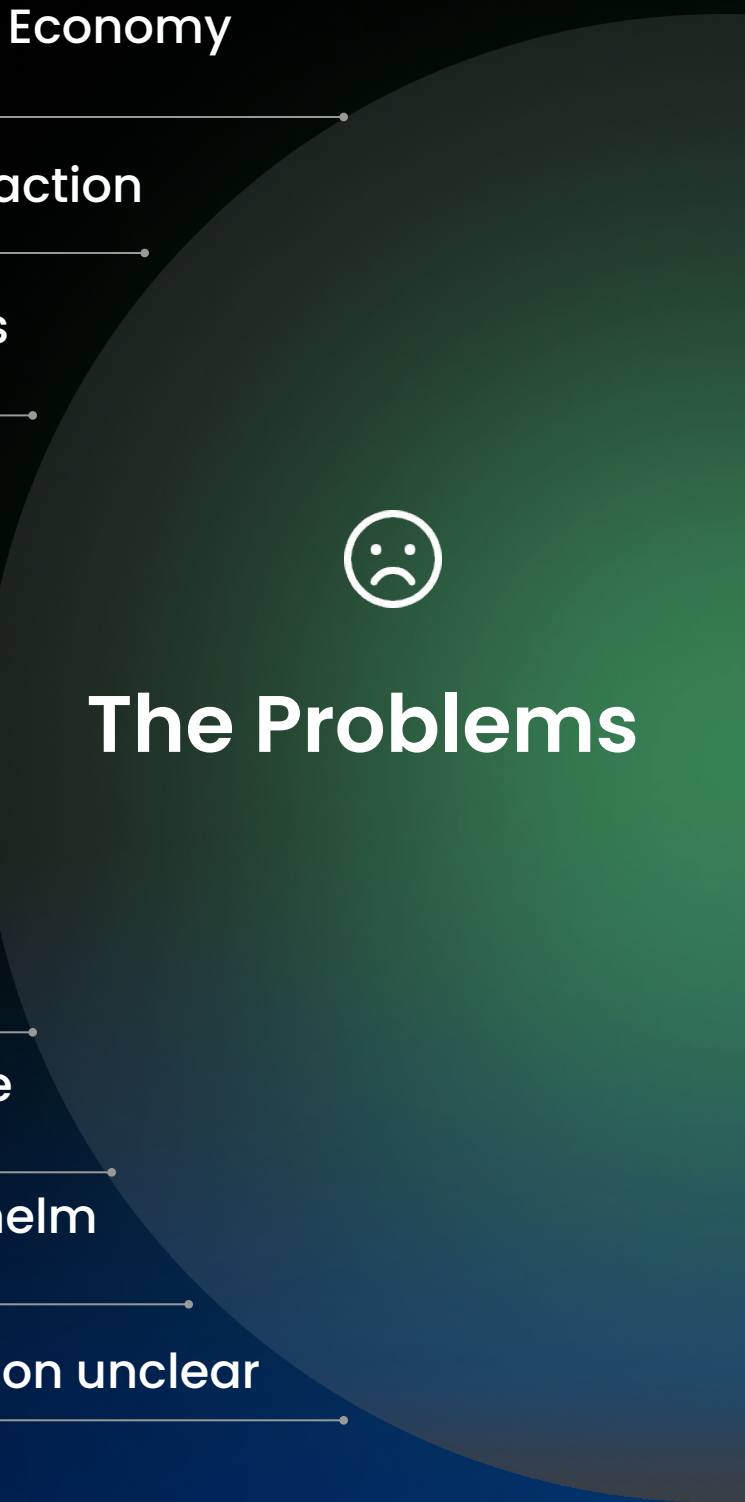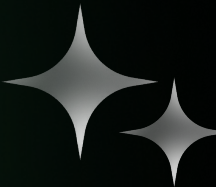
Jaimen Sfetko

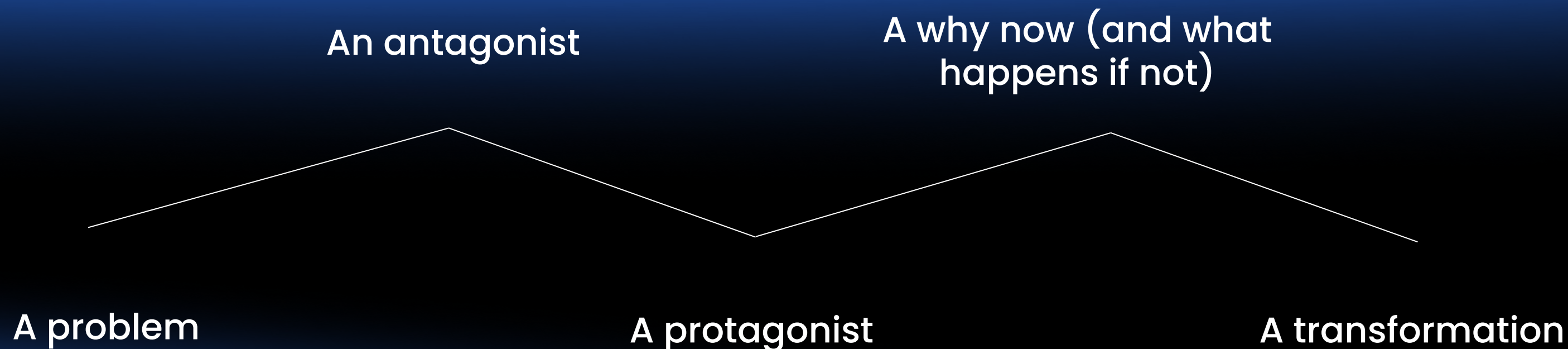NIKE   Glossier.   IBM.   Instagram   xerox   Teamshares

Your challenges

Economy

Information without action

Misperceptions

Commoditization

Price undercutting

The Problems

The Solution

Scale vs. personal service

Heritage vs. modernization

Consumers short consideration phase

Admin overwhelm

AI adoption unclear

Social

Tech

What Is a Narrative?

Narrative ≠ Marketing Copy

A great story always has:

An antagonist

A why now (and what happens if not)

A problem

A protagonist

A transformation

INTERNAL FRAMEWORK FOR EVERYONE | Investors | Press | Customers | Employees | Recruits

Not a marketing exercise. Your company's reason for existing.

Companies with narratives WIN. Without them,
you compete on PRICE and FEATURES.

The 5 Core Elements

The story structure you've known since childhood

2. ENEMY
Big Bad Wolf lurking

4. WHY NOW
Right time, right tools

1.PROBLEM
Grandma is sick

3. HERO
The Woodsman

5. TRANSFORMATION
Red learns → Grandma saved → Future changed

~~Once upon a time, Little Red Riding Hood walked through the forest and arrived safely.~~

No tension. No stakes. Forgettable.

Element 1: Clear Problem Definition

Current state, What breaks, Real cost, Real Pain

Nike's Problem	Your Problem
" These products aren't for someone like me.	**"** Moving = Most stressful moment treated as commodity.
• **Problems:** Spectators, not participants • **What broke:** Emotional barrier • **Cost:** Millions on sidelines, health crisis	• Damaged heirlooms • Missed closing dates • Strained relationships • Delayed new starts

Visceral + Specific + Costly = Memorable Problem

Element 2: The Enemy

Without an enemy, there's no hero.

- Your enemy NOT your direct competitor
- Your enemy = force holding your customer back

- Nike's enemy: Elite gatekeepers + Intimidation + Belief system

- Bait & switch
- Commoditized Machine
- Stigma/ Status Quo

Element 3: 2-3 Core Pillars

People can only remember so much.

What makes Strong?:

✓ Capability + proof

✓ Competitors can't replicate

✓ Emotional connection

✗ Pure features

✗ Abstract claims

The 4 Pillar Tests:

1. Defensibility

2. Customer Decision

3. Proof

4. Communication (20 seconds)

Reality Check: What Everyone Says

84%

of moving
companies say
'customer-first.'

Move from
features and
generic to
meaning

Get specific, get targeted

Source: McKinsey 2024

Prove it

Nike

1. Inclusivity
2. Empowerment
3. Innovation

Example: Fighting Commoditization

Local and Accountable

- **What:** Own local crews, trucks, outcome

- **Why others can't:** Requires rebuilding model, can't fake local

- **Proof:** Trackable for customer

- **Proof:** Employee and contribute to local economy

- **Proof:** Claims X% vs. industry Y%

- **Proof:** Damage rates, retention data

Element 4: Why Now?

What changed that makes your approach inevitable?

NIKE

- Pandemic
- Equality
- Health Crisis

Your Industry's Why Now:

- Amazon expectations (transparency)
- Trust crisis
- Technology enables impossible (AI, real-time)

The AI Narrative Shift:

❌ We use AI for efficiency | ✅ We support customers 24/7 with scheduling, claims, and tracking

Same technology.

Internal upgrade vs. Customer superpower.

Element 5: The Transformation

Change happens at 4 levels

Nike's Transformation

LEVEL 1

Individual: "I'm not an athlete" → "I'm a runner

LEVEL 2

Organizational: Shoe company → Cultural force

LEVEL 3

Industry: Exclusive → Inclusive to survive

LEVEL 4

Societal: Sparked movements, changed millions

Common Pitfalls

Change happens at 4 levels

#1: Features vs. Narrative	
Nike Example ❌ Advanced cushioning, breathable mesh, responsive midsole ✅ If you have a body, you are an athlete	**Your Example** ❌ AI-powered dispatch and automated communication ✅ Know where your stuff is, problems solved before you know they exist"

No Clear Enemy	Buzzword Soup	No Proof Points	Created in Vacuum/ No Company Buy-in	Hiding Innovation (Don't treat AI as backend_lead with what it ENABLES)

How to Get Started?

Figure out what makes you undeniably special

3 Discovery Questions

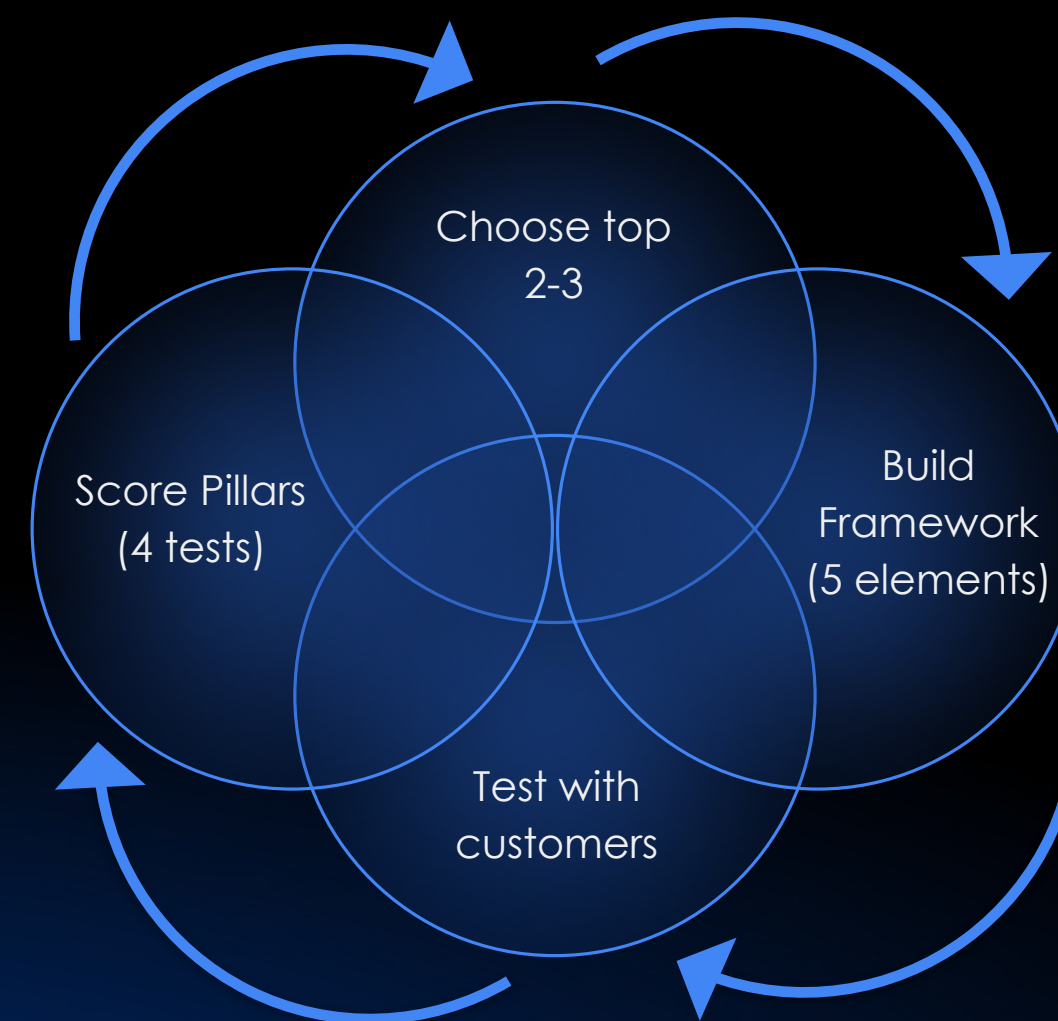|		
When prospects choose you, what **decides** it? (Reveals your pillar))	What makes you **angry** about your industry? (Reveals your enemy)	What would customers **lose** if they switched? (Reveals your true value)

Then Build

Choose top 2-3

Build Framework (5 elements)

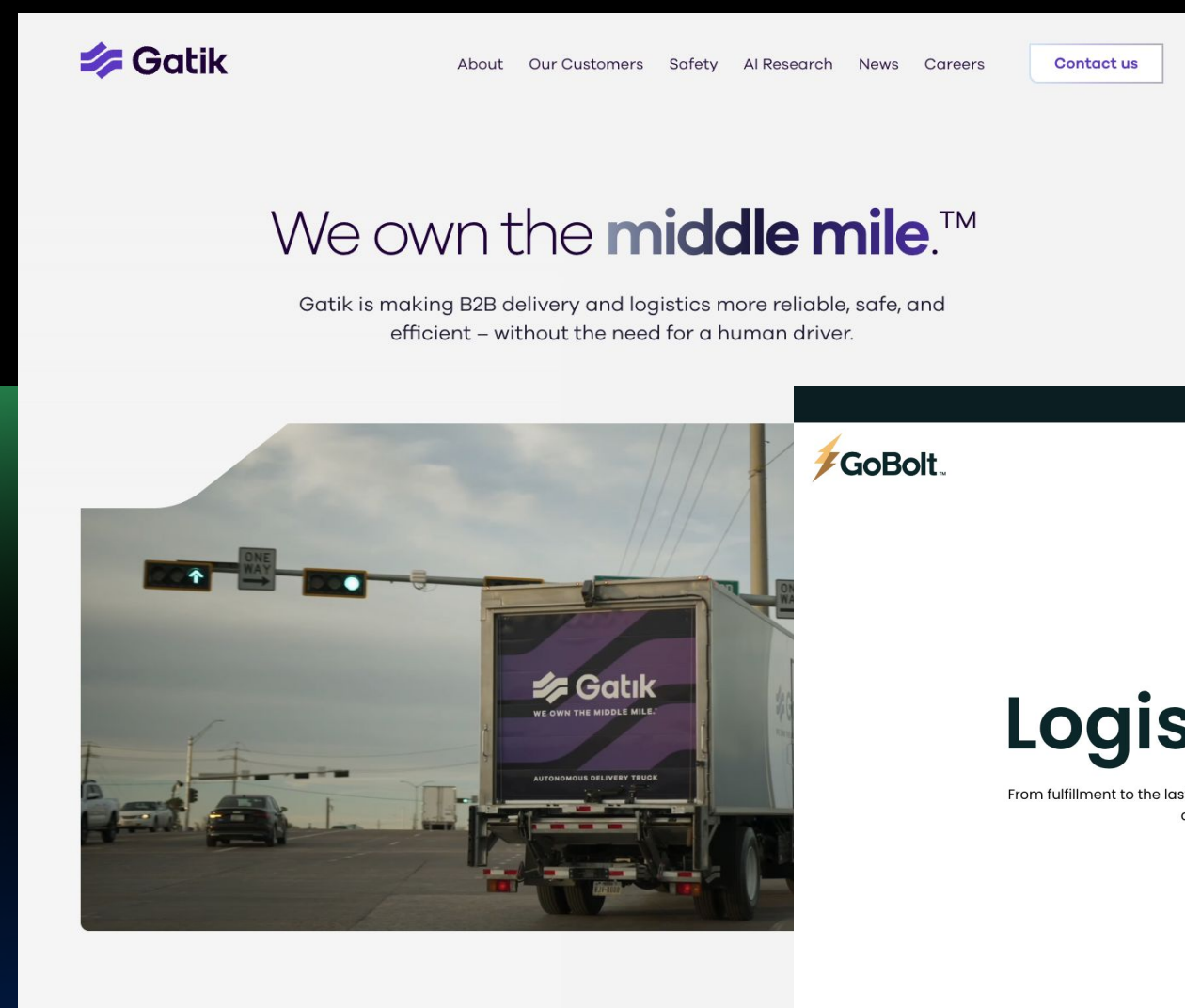Score Pillars (4 tests)

Test with customers

How would you answer?

For You

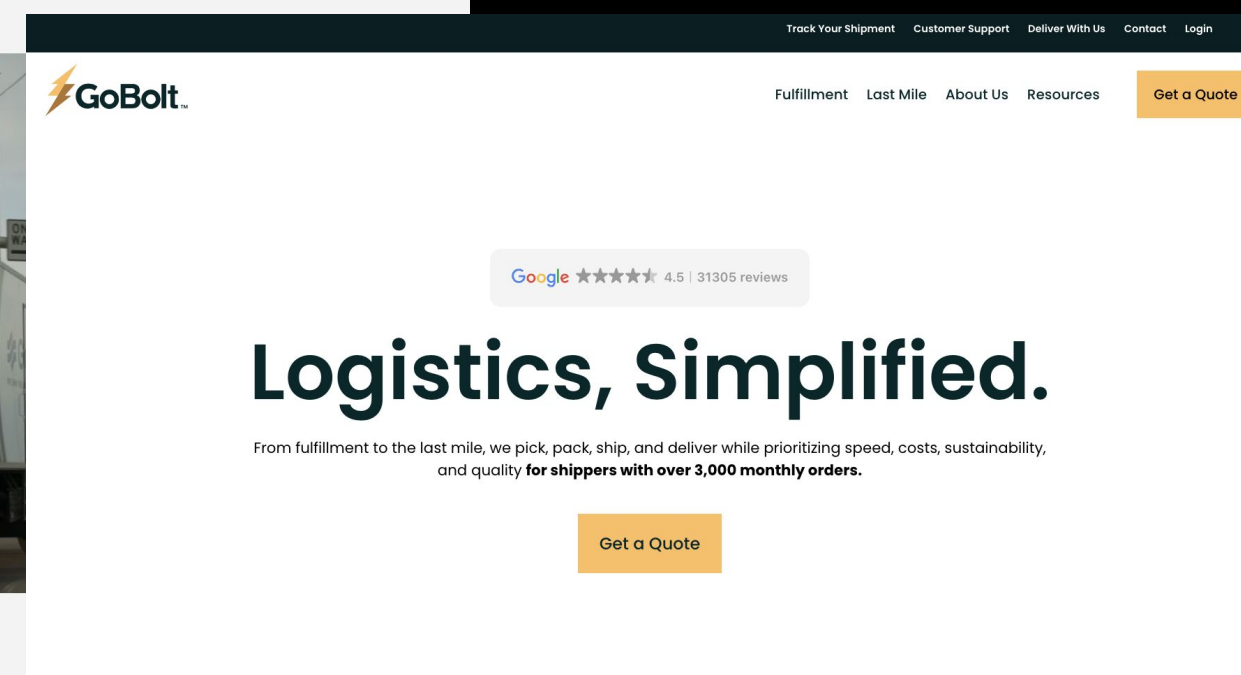**Your customers need permission too:**

• To expect more than cheapest quote

• To see moving as transition, not transaction

We own the middle mile. Gatik is making B2B delivery and logistics more reliable, safe, and efficient without the need for a human driver.

The company with the best narrative WINS.

Our story is rooted in the desire to simplify logistics. (solutions that reduce the complexity of managing fulfillment and deliveries for mid-market and enterprise businesses)

Questions?