

Storytelling Framework

Narrative Design

A powerful approach to transform complex B2B solutions into compelling, customer-centric narratives.



1 Introduction

Developed by Marcus Andrews while he was working for HubSpot, Narrative Design is a term used in video game development to describe how interactive stories come to life. The framework described here has been specifically developed with B2B companies in mind.

Narrative design builds a new reality (game) in the mind of the buyer — this game comes with rules and serious stakes for not abiding by them.

2 Core Elements

A massive, undeniable change in the world

Ground your story in something very real that everyone knows is impossible to ignore. Use a macro change — not something too specific.

AI4Motorsport example: "AI is transforming production speed and standards across every industry, motorsport included."

How to react: the New Game

Your audience should be hungry for your advice on how to adapt to this change. What steps should they take?

AI4Motorsport example: "Everyone is converging on the same answer: AI in the planning layer."

The solution: what we've built

Introduce what you've built to help your audience overcome their struggles and win your New Game.

AI4Motorsport example: "An AI productivity system built specifically for the realities of motorsport production, so teams gain the speed without the disruption."

Narrative design starts with a change that has happened in the world that creates a new "category" or "game."

Its impact on our audience

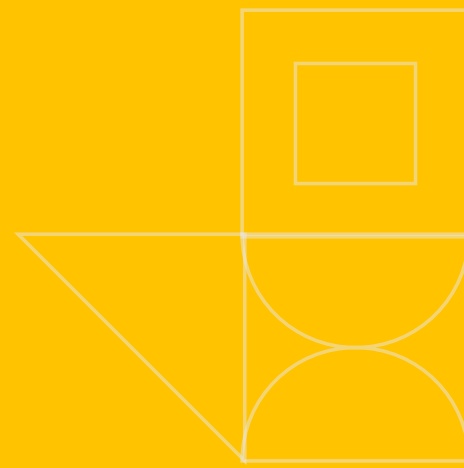
Explain the impact of the big change on your audience. How will their daily job, their running business be impacted no matter what they do?

AI4Motorsport example: "Production teams wonder how to keep pace with AI-driven speed without breaking what already works on the floor."

Why it's hard

Empathize with your audience's struggle to play and win with this New Game (to which you have given a name).

AI4Motorsport example: "Bringing AI into production without disrupting a schedule built around race deadlines feels risky, not exciting."



3 How to use it

The 5-step process

1. Pitch the process — get internal buy-in first
2. Build a narrative design team — ideally incl. CEO
3. Define a clear goal & audience for the deck
4. Align on product (or company) positioning
5. Develop the narrative in a workshop

Key questions

1. What is the massive change happening that no one can deny?
2. How impactful is this change on our audience?
3. Has our audience already taken action? Are they looking for help?
4. What is the New Game? How can we name it? How hard is it to achieve?
5. How is our solution helping our audience get the New Game? Are we alone?

4 When best to use



Situation

Pitching to the whole company



Trigger

You have a significant change to announce to your employees



Example

A major reorganization, or a new product launch in a new market or vertical

Pitching to a key customer or prospect

You want to win a major deal or start a sales process

You have an opportunity to win a major deal with a big corporation

You present at an industry event

You want to position your company as a thought leader

You present an industry trend that will have a major impact on your audience

4 Working With Us

WHY THE STORYTELLING TRIBE

You will never receive the RFQ if you are not on the shortlist, and shortlists form long before any tender goes out. The Storytelling Tribe exists to put automotive technology companies in front of the OEM decision-makers who write that shortlist, before the RFQ exists.

ABOUT STÉPHANE LAGRESLE



Stéphane spent over 20 years in the automotive industry, at Pioneer, TomTom, and HARMAN, including two years working with Scuderia Ferrari.

He hosts Automotive Storytelling, an independent podcast featuring automotive executives, from designers to supply chain experts.

youtube.com/@TheStorytellingTribe

WHERE TO START: A 20-MINUTE CONVERSATION

No pitch, just an honest look at whether you have a visibility problem worth solving.

thestorytellingtribe.com

OUR METHODOLOGY: THE STORY ARCHITECTURE

Before anything gets produced, we do the strategic work: audience analysis, positioning, and narrative arc. That's the Story Architecture Session, the foundation of every engagement.

GOING BEYOND: CONTENT PRODUCTION

For companies with their own audience, we also produce content for owned channels, remote or on-site, to editorial standard. The strategic work stays the same. Only the destination changes.