

Founder Narrative & Positioning Sprint

A surprising number of highly capable founder-led businesses have become difficult to describe.

Not because the work lacks depth or quality, but because years of accumulated communication, shifting offers, reactive marketing, trend cycles, and now AI-generated language have slowly flattened what once made the business distinct.

The result is often subtle at first. The website sounds polished but interchangeable. The LinkedIn presence contains all the right words but little texture. Thought leadership starts sounding adjacent to everyone else in the industry. Teams produce more communication while becoming less certain about what truly matters.

Most founders feel this long before they can articulate it.

The Founder Narrative & Positioning Sprint is designed to bring the strategic centre of gravity back into focus. With the sprint we clarify how the business should be understood, what differentiates it beyond surface-level claims, where the founder perspective carries *unusual* value, and how communication can become more coherent across platforms, conversations, and visibility channels.

This is particularly relevant in an environment where AI can help almost anyone produce competent-looking marketing within minutes. As technical execution becomes easier, clarity, judgment, perspective, and coherence begin to matter far more.

If you are using AI in your marketing - I will incorporate this and ensure it benefits our work.

Who this work serves well

The sprint resonates with founder-led and expert-driven businesses whose reputation depends on trust, discernment, expertise, and long-term relationships.

That often includes:

- consultants
- lawyers and mediators
- architects
- strategists
- creative and advisory firms

- mission-driven businesses
- founders entering a new phase of visibility or strategic growth

It is especially valuable during periods of transition, repositioning, expansion, or growing dissatisfaction with how the business currently presents itself publicly.

Areas we work through

The sprint looks closely at how the business communicates across its public-facing ecosystem and where stronger alignment could create greater clarity and differentiation.

That may include:

- positioning
- founder narrative
- communication hierarchy
- messaging coherence
- offer language
- authority development
- visibility strategy
- thought leadership direction
- trust and perception signals
- tone and communication rhythm

The sprint process itself combines strategic conversations, communication analysis, narrative refinement, and positioning work.

Deliverables

At the end of the sprint, you will receive a strategic narrative document that brings together the key positioning direction, my communication recommendations, a draft of your future messaging architecture, and visibility guidance developed throughout the process.

The work also includes a refined founder language, stronger articulation of differentiation and expertise, communication themes for future thought leadership, and clearer direction around how your business should present itself publicly moving forward.

Where relevant, LinkedIn presence, founder bios, offer language, and communication structure are also refined during the engagement.

Our Timeline

Most sprints are completed within five to ten business days, depending on complexity and scope.

Your Investment

USD \$7,500

What Clients often leave with

By the end of the sprint, businesses usually have a much clearer sense of:

- how they should position themselves
- what makes them distinct
- which parts of their communication create confusion
- where founder perspective carries strategic value
- what to simplify
- what to amplify
- and how to communicate with greater coherence going forward

The changes are often less about adding more language and more about removing noise, sharpening emphasis, and creating stronger strategic alignment between the business, the founder, and the way the work is publicly understood.

Your next Step

Click to send me a message with the subject line **Founder Narrative Sprint**:

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I'll reply with a short intake form and available start dates. From there we schedule a strategic kickoff session and define the primary focus areas for the sprint.

Talk soon,

