

# NARRATIVE-LED GROWTH

STRATEGIC ADVISORY, BRAND CLARITY, GTM FOUNDATIONS AND FRACTIONAL LEADERSHIP

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Hi.

I'm Kate.

Strategic marketing advisor and fractional CMO with 20+ years leading brand, GTM and narrative work for growth-stage and established organizations. I help founders and leadership teams translate complexity into clarity—and turn that clarity into marketing systems their business can actually run.

» [More about me](#)



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# NARRATIVE-LED GROWTH. CLARITY AS INFRASTRUCTURE.

Narrative is not storytelling.  
It is the operating system that guides decisions, priorities and execution.

Most growth challenges are not tactical problems.  
They are clarity problems—around positioning, leadership alignment and focus.

**When the narrative is clear, marketing stops feeling reactive.**  
Strategy becomes easier to hold.  
Systems start to work.

# WHEN THIS WORK IS MOST VALUABLE

For leaders navigating growth, transition or rising complexity.

## COMMON SITUATIONS

- Outgrowing what was originally built
- Marketing feels reactive or fragmented
- Preparing for the next stage of growth or visibility

## READINESS SIGNALS

- Clear business goals
- Decision-making authority
- Willingness to slow down to get it right

This work is best suited for organizations with leadership readiness and the capacity to hold structure.

# HOW CLARITY BECOMES MOMENTUM

A structured way to move from insight to action.



**Surface** root issues  
before solutions

**Build** narrative and  
structural foundations

**Translate** clarity  
into usable systems

**Support** leadership  
through change

This structure protects focus, prevents drift and ensures the work compounds over time.

# CORE SERVICES

Designed to meet you where you are—and move you forward.



## STRATEGIC MARKETING AUDIT

*Clarity before commitment. Diagnose narrative, GTM and leadership conditions.*

A focused diagnostic designed to surface root issues, clarify priorities and establish a confident path forward.



## MARKETING & GTM FOUNDATIONS

*Turn narrative into a clear, usable go-to-market structure.*

A pragmatic operating system that aligns your narrative into a defined ICP focus, GTM structure and informed decisions.



## BRAND PLATFORM & MESSAGING

*Define the narrative that guides decisions and execution.*

Positioning work that sharpens how you show up and becomes the foundation for marketing, GTM and decision-making.



## THOUGHT LEADERSHIP & VISIBILITY

*Build authority and credibility through focused, narrative-led presence.*

Translate expertise into a focused, consistent market presence that builds credibility over time.



## FRACTIONAL STRATEGIC ADVISORY

*Ongoing senior partnership to guide decisions and maintain alignment.*

Ongoing senior partnership for leaders who need experienced marketing judgment, alignment and decision support without a full-time hire.

*Available in light, core or extended advisory models depending on needs and cadence.*



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# DESIGNED TO HOLD UNDER PRESSURE

Strategy that lasts. Systems that scale.

This work is grounded in the following core principles:

- ▶ Narrative functions as operating infrastructure, not fluff
- ▶ Leadership maturity is a prerequisite—not an afterthought
- ▶ Systems matter more than heroic execution
- ▶ Focus beats volume every time
- ▶ Strategy only sticks in environments that can hold it

The goal is not more activity.

The goal is durable clarity and confident momentum.



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# THE SHIFT CLIENTS EXPERIENCE

What changes with narrative clarity.

Confident decisions

Aligned teams

Clear priorities

Less rework

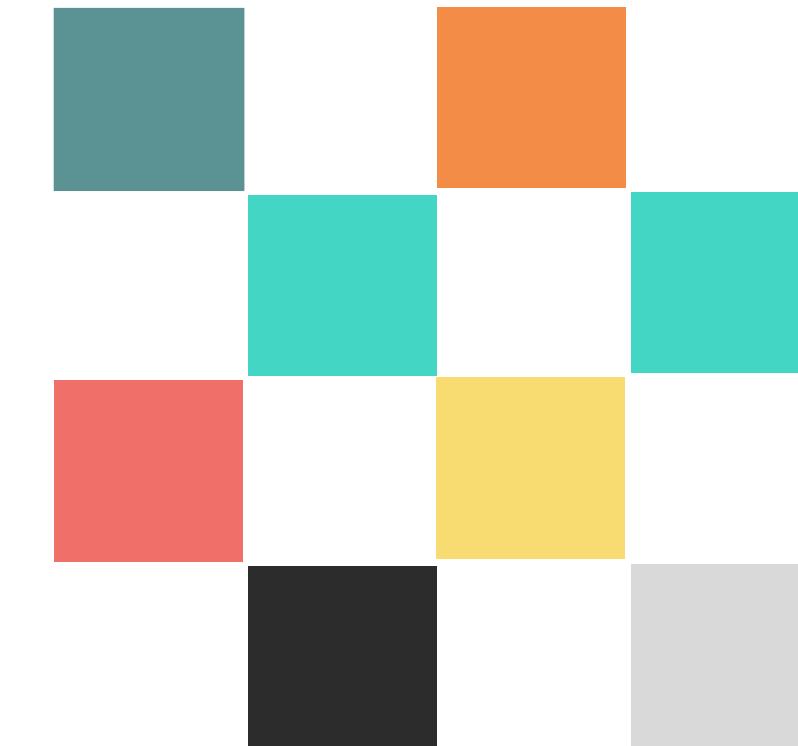
Calmer marketing

Sustainable momentum

Marketing becomes calmer, more coherent and easier to manage.

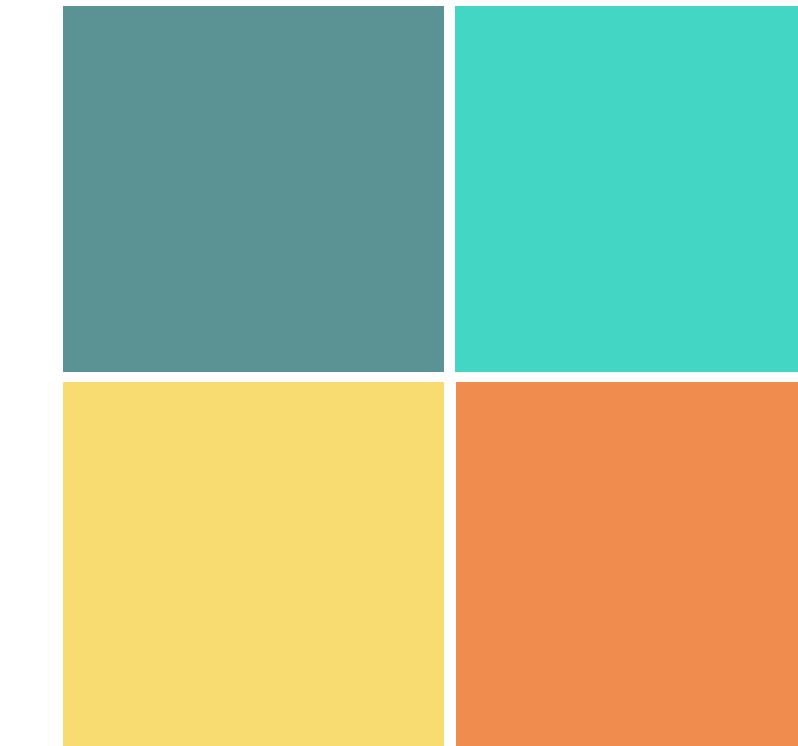
# ENGAGEMENT MODELS

Designed for depth, not dependency.



## PROJECT-BASED ENGAGEMENTS

Audits, platforms and GTM foundations designed to create clarity, structure and momentum within a defined scope and timeline.



## STRATEGIC ADVISORY / FRACTIONAL LEADERSHIP

Ongoing senior partnership to guide decisions, maintain alignment and provide support through change—without full-time overhead.

*Workshops and speaking available selectively*

# START WITH CLARITY

Most engagements begin with a strategic conversation or a focused audit to determine the right path forward.

If you're unsure where to start, that's often the signal to slow down and diagnose—before investing further.

» REQUEST AN **ADVISORY CONVERSATION**



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