



Narrative Alignment examines whether an organization's identity, decisions, operations, narrative, and visibility are aligned to support trust and credibility.

Identity

- Different leaders describe the company in different ways.

Decisions

- Teams operate from competing priorities.

Operations

- What customers experience doesn't always match leadership's intent.

Narrative

- Messaging sounds clear, but execution feels inconsistent.

Visibility

- Increased visibility would expose unresolved tensions.

Scoring

0–1 Checks

Alignment appears strong.

2–3 Checks

Some gaps may be creating friction.

4–5 Checks

Alignment requires attention.

Final Question

If visibility increased tomorrow, what would it expose?

Internal Alignment → External Authority