

# *THE 4 POSTURES*

A Framework for Culture-Bending Organizations



# The 4 Postures

A Framework for Aligning  
Organizational Values & Expressions

## DESIRERS What we long for

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Dominant:

Alternative:

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## BEHAVIORS How we act

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Dominant:

Alternative:

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## NARRATIVE:

## DESCRIPTION:

## MINDSETS How we think

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Dominant:

Alternative:

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## LANGUAGE What we say

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Dominant:

Alternative:

---

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## DESIREs What we long for

### Dominant:

*Make as much money as possible;  
business is a zero-sum game.*

### Alternative:

*Use business to serve the world;  
wealth as stewardship*

## BEHAVIORs How we act

### Dominant:

*Crush it; winner-takes-all thinking*

### Alternative:

*Redeem it; sacrifice for collective  
flourishing*

## NARRATIVE: *Business for Good*

**DESCRIPTION:** *We want to use the power of business to make the world a better place. We don't think of business as something that extracts but instead gives back.*

## MINDSETs How we think

### Dominant:

*Maximize shareholder value;  
accumulate control*

### Alternative:

*Practice a Rule of Life; operate  
from a Playbook that prioritizes  
people*

## LANGUAGE What we say

### Dominant:

*Unicorn, scale, boot camp, hustle,  
crushing it*

### Alternative:

*Restoration, vulnerability,  
stewardship, rest, accountability*

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## DESIREs What we long for

### Dominant:

Generate leads and conversions at any cost

### Alternative:

Build genuine relationships that serve people first

## BEHAVIORs How we act

### Dominant:

A/B test emotional triggers, retarget aggressively, maximize ad spend

### Alternative:

Create useful content, respond personally, invest in community

## NARRATIVE: Purposeful Marketing Team

**DESCRIPTION:** We want to practice marketing that serves people before it serves metrics. We don't think of marketing as persuasion or manipulation, but as a way to build trust, offer value, and invite genuine connection.

## MINDSETs How we think

### Dominant:

Marketing is persuasion; optimize for clicks

### Alternative:

Marketing is service; optimize for trust

## LANGUAGE What we say

### Dominant:

Funnel, conversion, capture, target audience

### Alternative:

Invitation, connection, serve, community members

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## DESIREs What we long for

### Dominant:

Maximize customer lifetime value  
through subscriptions

### Alternative:

Support mothers through a difficult  
transition

## BEHAVIORs How we act

### Dominant:

Auto-renewing subscriptions, limited  
product imagery, upsell at every  
touchpoint

### Alternative:

Pay-what-you-can pricing, diverse  
representation, community support  
groups

## NARRATIVE: App for New Moms

**DESCRIPTION:** We want to create a product that genuinely supports mothers during one of the most vulnerable transitions of their lives.

## MINDSETs How we think

### Dominant:

Marketing is persuasion; optimize  
for clicks

### Alternative:

Marketing is service; optimize for  
trust

## LANGUAGE What we say

### Dominant:

Premium, exclusive, transform your  
journey

### Alternative:

Accessible, real, we're in this  
together

# About Culture-Bending Narratives

## Moving Beyond Story to Create Meaningful Brands

There's no shortage of books talking about the importance of story, and for good reason. Effective storytelling is an important tool for your organization. But Storytelling is not enough.

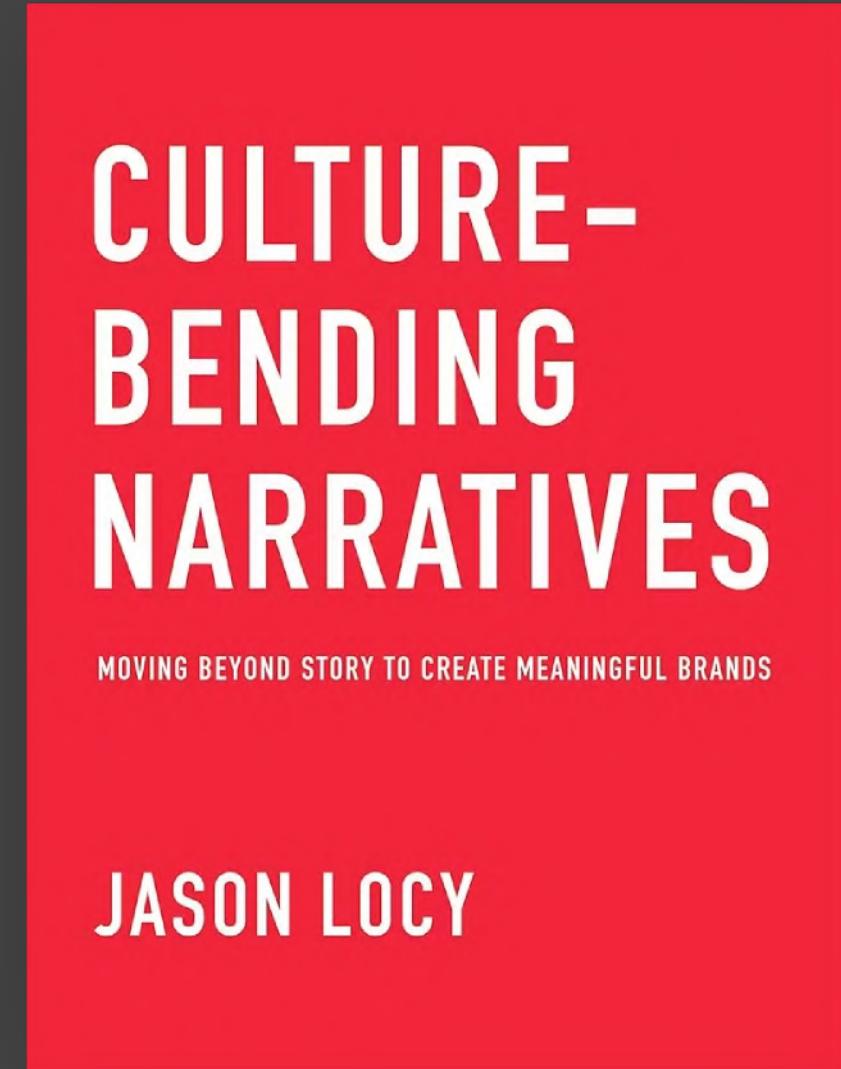
If you want an organization that creates long-term positive impact, then you need more than clever stories. You need to create meaning through narrative.

In *Culture-Bending Narratives*, Jason Locy takes you through the process of moving beyond the fundamentals of storytelling and into a deeper conversation around the power of narrative. With narrative, your organization can challenge the way others see the world and invite them on a journey to discovering a deeper purpose and meaning. In the end, you will leave with a new way of thinking that weaves your organization's desire for a better world throughout all you do.



### ABOUT JASON LOCY

Jason is Partner & Chief Strategy Officer at Whiteboard, writer, speaker, and venture partner at Praxis. Former founder of FiveStone, he helps organizations create meaningful, culture-bending brands.



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