

THE 4 POSTURES

A Framework for Culture-Bending Organizations



The 4 Postures

A Framework for Aligning
Organizational Values & Expressions

NARRATIVE:

DESCRIPTION:

DESIRES What we long for

Dominant:

Alternative:

MINDSETS How we think

Dominant:

Alternative:

BEHAVIORS How we act

Dominant:

Alternative:

LANGUAGE What we say

Dominant:

Alternative:



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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.*

DESIRES What we long for

Dominant:	Alternative:
<i>Make as much money as possible; business is a zero-sum game.</i>	<i>Use business to serve the world; wealth as stewardship</i>

MINDSETS How we think

Dominant:	Alternative:
<i>Maximize shareholder value; accumulate control</i>	<i>Practice a Rule of Life; operate from a Playbook that prioritizes people</i>

BEHAVIORS How we act

Dominant:	Alternative:
<i>Crush it; winner-takes-all thinking</i>	<i>Redeem it; sacrifice for collective flourishing</i>

LANGUAGE What we say

Dominant:	Alternative:
<i>Unicorn, scale, boot camp, hustle, crushing it</i>	<i>Restoration, vulnerability, stewardship, rest, accountability</i>



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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.*

DESIRES What we long for

Dominant:	Alternative:
<i>Generate leads and conversions at any cost</i>	<i>Build genuine relationships that serve people first</i>

MINDSETS How we think

Dominant:	Alternative:
<i>Marketing is persuasion; optimize for clicks</i>	<i>Marketing is service; optimize for trust</i>

BEHAVIORS How we act

Dominant:	Alternative:
<i>A/B test emotional triggers, retarget aggressively, maximize ad spend</i>	<i>Create useful content, respond personally, invest in community</i>

LANGUAGE What we say

Dominant:	Alternative:
<i>Funnel, conversion, capture, target audience</i>	<i>Invitation, connection, serve, community members</i>



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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.*

DESIRES What we long for

Dominant:	Alternative:
<i>Maximize customer lifetime value through subscriptions</i>	<i>Support mothers through a difficult transition</i>

MINDSETS How we think

Dominant:	Alternative:
<i>Marketing is persuasion; optimize for clicks</i>	<i>Marketing is service; optimize for trust</i>

BEHAVIORS How we act

Dominant:	Alternative:
<i>Auto-renewing subscriptions, limited product imagery, upsell at every touchpoint</i>	<i>Pay-what-you-can pricing, diverse representation, community support groups</i>

LANGUAGE What we say

Dominant:	Alternative:
<i>Premium, exclusive, transform your journey</i>	<i>Accessible, real, we're in this together</i>



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.

CULTURE- BENDING NARRATIVES

MOVING BEYOND STORY TO CREATE MEANINGFUL BRANDS

JASON LOCY

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