

THE IMPACT STORY BLUEPRINT™

Frame 5: Impact | Chapter 7

The Impact Story Blueprint is a three-line formula for transmitting meaning in under sixty seconds. It is not a speech template. It is a leadership habit — the discipline of connecting daily work to human stakes before your team forgets why any of it matters.

From the Book

Ana stops Carlos one morning. 'I told my daughter what we're building,' she says. 'She's twelve. She asked if she could come see where I work.' In nine years, Ana never brought her family to the plant. Why would she? It was just a job. Metal and machines and quotas. Carlos didn't give Ana a raise. Didn't promote her. Didn't change her job description. He just connected her work to something larger than herself — and she started carrying that meaning home with her.

THE THREE LINES

1

WHERE WE ARE

The current reality, stated with specificity and honesty. No spin, no positivity theater.

"Last week, our components went into the first prototype of a vehicle that could change how families breathe cleaner air."

2

WHY IT MATTERS

The human stakes — what changes, improves, or becomes possible because of this work.

"If we hit our targets, 50,000 of these vehicles will be on Spanish roads by 2027. That's 50,000 families with healthier kids."

3

WHAT THIS MEANS FOR YOU

The personal connection — how this relates to the specific person or team listening.

"The work you do here — the precision, the late nights — that's not manufacturing. That's building the future your children will inherit."

The Napkin Test: If your message doesn't fit on a napkin, it's not ready. Simplicity is not a constraint — it's proof of understanding.

THE MEZE PRINCIPLE

Small, frequent moments of meaning compound faster than big, rare speeches. Impact is built in: the 2-minute conversation before a meeting, the message after a hard week, the story you tell when someone asks 'why are we doing this?'

WHAT DOESN'T WORK

- Mission statements stored in PDFs
- Annual vision speeches
- Posters no one reads
- €50,000 rebrand exercises

WHAT WORKS

- 3 lines before a team meeting
- A message after a hard week
- A story when someone asks 'why?'
- Stories people carry and repeat

Meaning doesn't live in documents. It lives in people. And people don't absorb documents — they absorb stories.

— **Motion Leadership, Chapter 7**