

purpose**script**

by  future**map**



purposescript by futuremap

Finding the right words to articulate your business, or business idea, can feel like catching a mist in a net.

You've done your homework. You've thought about it from different perspectives. But honing it into a sharp satisfying story that brings your intended audience along for the ride can feel more like an art than a simple task. You know what you want to say. You know who you want to say it to. But, somehow, the words won't come.

That's where purposescript comes to the rescue.



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Purposescript begins with an interactive online workshop run by a professional scriptwriter. It is designed to draw from you, and/or key members of your team, further information about your business or specific idea and the priority audiences you need to talk to about it.



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After the workshop, our scriptwriter gathers all additional research items and scripts your core business stories accordingly. With our basic purposescript package, the three core stories are your purpose story (your why), your origins story (your who) and your vision story (your where).



our purpose story

No matter how insightful or exciting the vision for a business may be, it is only ever the getting there which determines success

Yet all too often, seemingly solid business plans falter at the first hurdle. Whether due to lack of time, or money, or space to think, important steps go untaken and efforts go unrewarded.

At futuremap, we hate seeing your good ideas go to waste. For this reason, we've created a comprehensive multi-mapping system that helps any business chart its way to success; from people to planning to systems to funding, and everything in-between.

So futuremap your way, because good ideas need great plans.

our origin story

After a wealth of experience working in owner-managed companies and multinational-sized firms which claim to support SME businesses across the UK, it became increasingly clear to us that the true power and potential of these small businesses and start-ups was significantly undervalued.

Yet their potency lurks everywhere! In their people, products, plans, services, skills, suppliers, partners, even in their customers. You need to care and know where to look.

This is why we created futuremap. To help SMEs access the best support, plan for success, realise their ambitions and play their part in powering our UK economy.

our vision story

Imaging a world where entrepreneurs are presented with ways to grow more often than walls to climb.

Imagine an economy where innovation is valued more highly than institutions.

Imagine a culture where businesses are heard, guided and empowered to chart their own unique journey towards extraordinary.

At futuremap, charting your extraordinary is our every day.

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The basic package costs just £1749 + VAT. However, if you require more extensive scripting, we can discuss your needs and shape a more bespoke scripting solution.

If you are interested in using purposescript or would like to know more, please email us. We look forward to hearing from you.





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