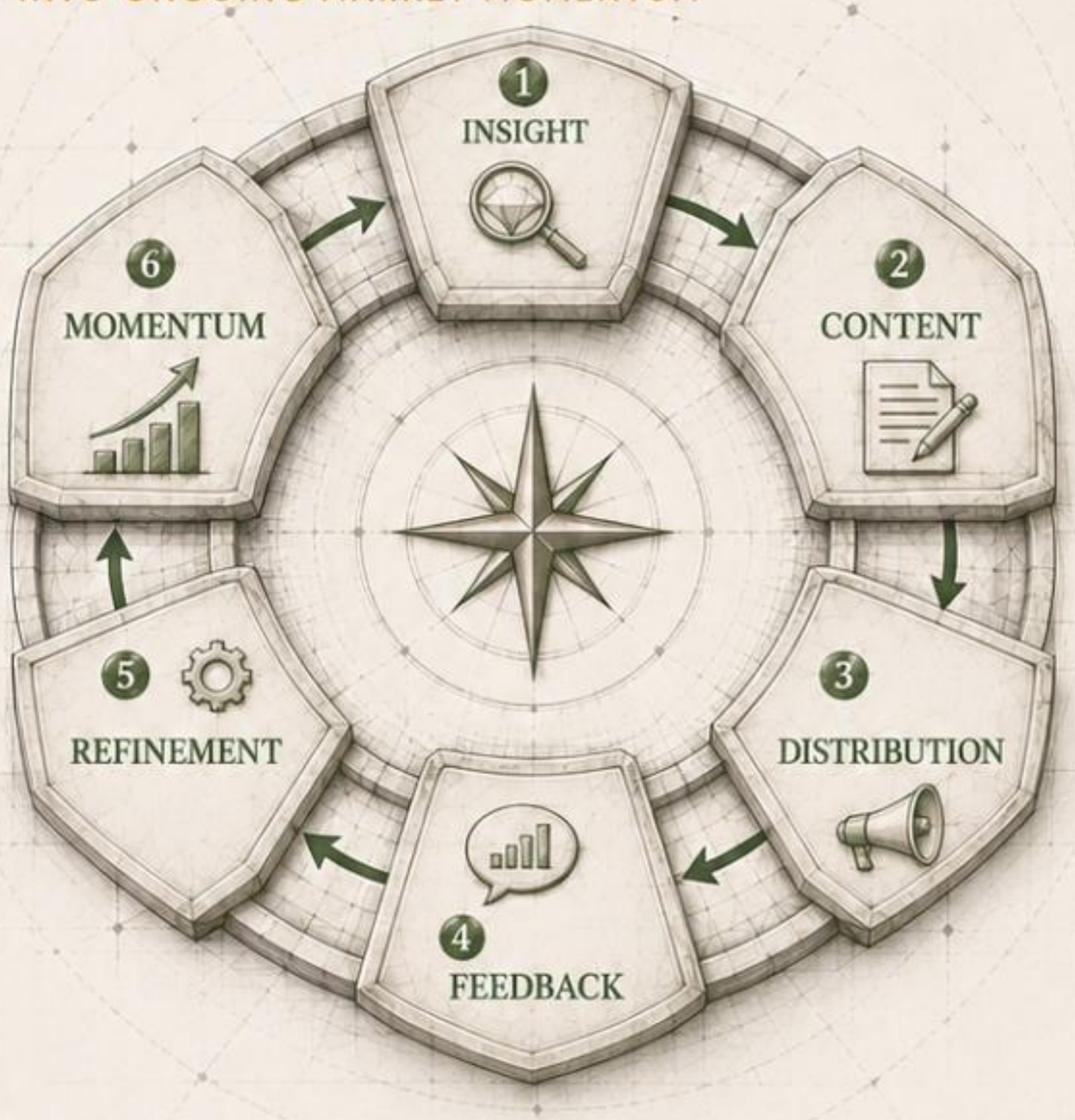
Stone Soup
Strategy

The Narrative Flywheel

A FRAMEWORK FOR TURNING CLARITY INTO ONGOING MARKET MOMENTUM

When the underlying story is clear, content becomes easier to create, distribute, and learn from.

The Narrative Flywheel shows how insight becomes content, content reaches the market, market response sharpens the next round, and the story grows stronger over time.



How It Works

Insight becomes content, content enters the market, the response reveals what resonates, and the next round gets sharper.

Why It Matters

It turns content from one-off activity into a compounding narrative system.

What It Enables

Greater consistency, stronger point of view, faster learning, and more intentional visibility.

Best Used For

Founder-led companies and expert teams that want to turn strong thinking into a repeatable content engine.

Best Used When

A company wants to build a content engine that compounds over time—driven by insight, shaped by feedback, and aligned to a clear strategic narrative.