



STORYFOUNDRY™ WORKSHOP PRIMER

# The Throughline, in one page.

The Throughline is five sentences in the right order. Together they hold what matters about an organization's work, written by the people inside it. It is both the methodology and the artifact: writing it is the exercise, and the five sentences are what you walk out with.

## Why now.

AI made it cheap to produce anything in the last eighteen months. What it cannot do is decide what matters, or make a sentence land like a human wrote it. So clarity is now the part of organizational communication that costs something to get right. The Throughline is the practice that builds it.

## The five elements.

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### 01 Origin

How you came to see what your organization is for. Not your founding date. The moment of recognition.

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### 02 Tension

What your audience is stuck on that no one else is naming. The discomfort they have been carrying without language for.

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### 03 Mission

What your organization actually does about the tension. Specific enough that no other organization could write the same sentence.

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### 04 Proof

A specific outcome, a specific client, a specific moment. Evidence that you can do what you just said you do.

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### 05 Invitation

What the reader can do next. A specific door, opened. Not a generic call to action.

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## How to use this page.

Read the five elements aloud, in order. Pick an organization you can speak to with specificity, and write one sentence for each. Read all five back and listen for whether the sequence holds together. The Workshop is two sessions, eight days apart, where you do this work alongside other practitioners, with feedback.