

NARRATIVE REPRISE

Journalistic method. Literary insight. Unforgettable profiles.

A BRIEF FOR CASE MANAGERS

What Narrative Reprise does, why your participants need it, and what you can do with it when it's done.

THE CHALLENGE

Your senior participants have done extraordinary things. Their bios do not reflect this. The standard executive bio (current role, previous positions, MBA, board affiliation) was written for a world in which the executive's title and company do the work of establishing credibility. The moment they leave that title and that company, the bio stops working.

The credentials are still there. The context that made them meaningful is gone. For the first time in a career built on institutional authority, they are being evaluated entirely on who they are, not where they sit. Most of them have never had to explain themselves without the organizational scaffolding that defined them. Most firms that support executive transitions have never had the journalistic and literary resources to help them do it.

Narrative Reprise fills that gap – and produces the deployment-ready assets your workflow actually requires.

THE SOLUTION

Narrative Reprise produces the **Executive Feature Profile**: a 5,000-word reported narrative written through a methodology drawn from feature profile journalism and creative writing. Extended recorded interviews. Original research. Literary craft applied to a professional life. The result is not a bio. It is not a brand document. It is a source document; the authoritative account of who this person is and why that matters.

From that source document, Narrative Reprise extracts a complete set of deployment-ready assets: the board bio, the speaker bio, the LinkedIn rewrite, the talking points, the introduction paragraph. Everything you need to move your participant through the placement process across multiple channels, audiences, and time horizons. Ready to use. No mining required.

THE DIFFERENCE ON THE PAGE

The following example is drawn from a composite of engagements. The executive is anonymized. Both passages describe the same person and the same six years of achievement.

STANDARD EXECUTIVE BIO

Sarah Chen is the former Chief Operating Officer of Meridian Health Systems, where she led a \$2.4B operational restructuring over six years. Prior to Meridian, she held senior roles at Cardinal Partners and Deloitte Consulting. She holds an MBA from the Kellogg School of Management and serves on the board of the Greater Chicago Food Depository.

Accurate. Complete. Interchangeable with several thousand other bios produced this year. Produces nothing a case manager can use without rewriting from scratch.

EXECUTIVE FEATURE PROFILE

The morning Sarah Chen walked into Meridian Health Systems, the organization was three months from insolvency. Nobody had told the board that. She figured it out herself, in the first week, by reading the numbers the way a trauma surgeon reads a chart: not for what they said, but for what they were trying not to say.

The same executive. Six years of achievement. One source document that generates a board bio, a speaker bio, a LinkedIn rewrite, talking points, and an introduction paragraph—each ready to hand over without revision.

NARRATIVE REPRISE

A Brief for Case Managers

WHAT YOUR PARTICIPANT RECEIVES

DEPLOYABLE ASSETS • READY TO USE ON DELIVERY

Executive Feature Profile	The 5,000-word source document. Literary-quality reported narrative of your participant's career, character, and professional philosophy. The foundation for all assets below.
Board Bio	150 to 250 words, third person, formatted for nominating committee and governance packets. Ready to submit without revision. <i>Distinct from the speaker bio. Governance-specific language and structure.</i>
Speaker Bio	Built for event programs and bureau listings. Present-tense, punchy, sized for both long and short form. <i>Includes a 75-word conference version and a full-length bureau version.</i>
LinkedIn About Rewrite	First-person, voice-matched to the participant. Structured for search and for the reader who clicks through. <i>The single most-used asset in most transition engagements.</i>
Executive Summary	One-page leave-behind for first conversations. Designed to be handed across a table without explanation.
Narrative Talking Points	The three to five core story beats your participant needs across interviews and introductions. An anchor document, not a script. <i>Aligned with the profile so every channel tells the same story.</i>
Origin Story Paragraph	Two to three sentences that answer "tell me about yourself." Polished, extracted from the profile, ready to memorize.
Introduction Email Paragraph	What you or a sponsor sends on the participant's behalf. Written for the intermediary, not the participant.

INTERNAL ASSETS – FOR YOUR FILES AND YOUR FIRM

Case Manager Brief	A summary document written for you. Contextualizes the work for your participant and your firm, and documents editorial direction for the file.
Thought Leadership Architecture	Maps the participant's ideas, themes, and positioning opportunities. Useful for long-term advisory conversations and platform development.
Interview Transcripts	Complete edited records of every session. Archival quality. Yours to keep.
Proust Questionnaire	A structured written introspective that surfaces character, philosophy, and voice. Useful for long-term coaching context.

HOW LONG IT TAKES

Days 1–5	Discovery fee received. Background and vetting review. Discovery call (30 min). First interview questions developed.
Day 6	First recorded interview (90 min minimum).
Days 7–16	Research and story architecture. Second interview (Day 16, 90 min minimum). Editorial direction confirmed with case manager.
Days 17–28	Third recorded interview. Draft writing. First draft submitted for participant review.
Day 28+	Final draft delivered with complete asset package.

YOUR ROLE

Narrative Reprise handles the research, the interviews, and all writing. Your role is to make the introduction and to participate in one brief midpoint call to confirm the editorial direction reflects your understanding of your participant's goals. Every engagement includes a Case Manager Brief written specifically for your use.

FEE S

\$12,500 flat fee

Includes the Executive Feature Profile and all deliverables listed above.

\$500 Discovery Fee on execution, credited toward the total.

\$5,750 first installment at commencement. \$6,250 on delivery.

Your firm invoices Narrative Reprise directly. The executive is not billed separately.

NEXT STEP

The goal of the first conversation is not a contract. It is a single introduction. Send the participant's name and a brief note about where they are in their transition to **bull@narrativereprise.com**. Narrative Reprise will respond within one business day.