

**VERNON ROSS**

AI + Enterprise Communications

ALI VIRTUAL SESSION · MAY 2026

# Multi-Channel Storytelling Companion

*A 6-page implementation guide for communications leaders. The framework, the channel translation matrix, and the exercise template from the session.*

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**Enterprise content isn't a conflict story.**

*It never was.*

# The Micro-Arc Framework

*Kishotenketsu adapted for enterprise content. A four-act structure with 1,200 years of history.*

Most enterprise content is not a conflict story. A CEO explaining a strategic pivot is not fighting a villain. An L&D team rolling out a new program is not overcoming an antagonist. Forcing a three-act structure onto insight-driven communication creates artificial drama or a wall of text. Kishotenketsu was built for revelation, not resolution. The Micro-Arc Framework adapts it for the specific demands of enterprise content production.

01

## KI · Establish

0-20% of runtime

Ground the listener in current reality. Set tone. Recognition, not a hook.

02

## SHO · Develop

20-45% of runtime

Deepen and expand. Build understanding. Layer, do not escalate.

03

## TEN · Reveal

45-75% of runtime

The unexpected element that reframes everything. The engine of the framework.

04

## KETSU · Resolution

75-100% of runtime

Show how Ki, Sho, and Ten form a coherent whole. Synthesis, not summary.

### THE TEST

**Can you state the shift in one sentence that makes someone say ‘I didn’t think of it that way’?**

# How to Find Your Ten

*Five enterprise Ten patterns. Use these as a checklist before you start writing.*

The Ten is the heart of the framework. Without it, the rest is just structure. These five patterns cover the way revelation tends to show up inside enterprise content. Run a real internal story through each one. The pattern that produces the strongest single-sentence reframe is the Ten.

01

## Cross-Pollination

Insight from an unrelated department or industry reframes the issue.

*Example: Engineering's incident response process changes how internal comms thinks about employee Q&A.*

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02

## Data Reframe

The same data read differently reveals a different truth.

*Example: 47 features shipped looks like productivity. 11 features actually used looks like waste.*

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03

## Assumption Reversal

What everyone believed turns out to be incomplete or wrong.

*Example: We thought engagement was low. We learned the survey was running on a Friday in summer.*

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04

## Unexpected Source

The solution comes from where nobody was looking.

*Example: The clearest articulation of our values came from a frontline associate, not the leadership team.*

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05

## Scale Shift

Zooming in or out reveals something invisible at the previous level.

*Example: The team was meeting deadlines. The portfolio was missing the deadline that mattered.*

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# The Channel Translation Matrix

*Same Ten. Five channels. Five distinct angles. Never copy-paste.*

Once the Ten is locked, every channel asks the same question in a different voice. The 30-second video and the leadership email are not the same content reformatted. They are the same revelation, surfaced through the format that channel demands. Use this matrix as a planning tool, not a template.

CHANNEL	HOW THE TEN SHOWS UP	WHAT IT PRODUCES
<b>30-Second Video</b>	The surprise moment appears as text overlay. Ten is the frame that stops the scroll.	Micro-clip for Viva, Teams, or intranet. Revelation as opening frame.
<b>Viva Engage</b>	Reframe leads. The unexpected insight in the first sentence, not buried at the end.	Two to three sentence post. Ten as hook, Ketsu as the single CTA.
<b>Podcast Segment</b>	Ten revealed in conversation. The moment a leader says it aloud.	Full Ki to Ketsu episode. The most complete expression of the arc.
<b>Leadership Email</b>	Ten becomes the subject line. 'What I thought vs. what I learned.'	Short narrative email. The reframe earns the ask.
<b>Digital Signage</b>	Single-sentence Ten. Stripped to the reframe. Nothing else.	Bold stat or shift statement for frontline. No desk required.

**PRINCIPLE**

**If each channel version feels just shorter, the Ten was not channel-specific. Rebuild.**

# One Story, Five Channels

*Pick one real internal story you need to tell in the next 30 days. Fill this in by hand or print it.*

**STEP 1**

## The story (one paragraph)

*What is happening, who is involved, why it matters now.*

**STEP 2**

## Your Ten (one sentence)

*The unexpected element that reframes the story. If you cannot state it in one sentence, it is not ready.*

**STEP 3**

## How the Ten shows up in each channel

**30-Second Video**

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**Viva Engage / Internal Social**

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**Podcast Segment**

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**Leadership Email**

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**Digital Signage / Frontline**

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**THE TEST**

**Does each channel version feel different, or just shorter?**

# What to do this week

## 01 Run the exercise

Take 30 minutes today. Pick a real story. State the Ten in one sentence. If it does not click, the story is not ready and no AI prompt will fix that.

## 02 Audit one piece of recent content

Find a leadership email or town hall recap from the last 90 days. Did it have a Ten? Could you state the reframe in one sentence? If not, you have your first rewrite candidate.

## 03 Pick the lowest-friction channel

Of the five channels, which one is your team already producing weekly? Apply Micro-Arc there first. Pilot one week, then expand.

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### WHEN YOU ARE READY TO GO FURTHER

#### **AI Absorption Diagnostic**

Two-week engagement. Stakeholder interviews, current-state audit, board-ready report with a 90-day implementation roadmap. ALI Fast-Track booking through May 31.

#### **AI Communications Sprint**

Four-week implementation. AI-native workflows deployed inside your comms or people function. Built on the diagnostic findings.

#### **Embedded AI Advisor for Communications**

Recurring engagement. Workflow audits, team enablement, and leadership briefings on a 90-day minimum.

### **Book the Diagnostic**

[vernonross.com/ali](https://vernonross.com/ali) · ALI Fast-Track skips the qualification call