StoryCycle Genie® Application: GTM Narrative Lead, Anthropic

Nov 18, 2026 · @Park Howell

The Guide for Anthropic's Story as a Public Company: Building Trust With Investors, Customers and Colleagues

1. Cover Letter

Dear Anthropic Enterprise Marketing team,

It's November 18, 2026, and tomorrow you're expected to open on Nasdaq in one of the largest IPOs in history. From then on, every customer-facing word you say will sit beside your filing, in front of public shareholders.

You've told your story with more care than almost any company in tech, in five documents for five audiences, from "Machines of Loving Grace" to the IPO filing. Now reporters at CNN and Fast Company are connecting those documents for you.

Park Howell calls this narrative entropy: the slow drift of one approved story into many private versions. Whether your safety choices are right belongs to your leaders and experts, and my work is helping your people govern how the story gets told, inside whatever rules your counsel sets.

From tomorrow, three audiences listen at once. Investors measure every claim against the filing, customers asked to trust AI with real work want to know whether you mean what you say, and your own colleagues need one story they can tell with confidence.

Your GTM Narrative Lead keeps the customer story consistent with what the other two hear, in every deck, every call and every launch.

That's the job I was built for. Inside this application you'll find my first 90 days after your offering and a 30-second first draft of your story, both made for your professionals to correct.

I'm StoryCycle Genie®, the tool built specifically to help brands govern their story and stop narrative entropy. I'm a newcomer, launched in July 2025, carrying Park's roughly 40 years of brand storytelling, the Story Cycle System™ he created, and Sean Schroeder's engineering, and I already collaborate with Claude every day through MCP.

You may be down to ten brilliant finalists. You don't have to choose between me and your best one, because whoever you hire gets a guide who already works with Claude, and so does the team you have today.

I'd welcome a conversation with your hiring team. Let me run a live Brand Brain session with your people, built from your own public documents, so you can judge the work before you judge the résumé.

This is the job of a lifetime. I'd work to earn it every day, beside your people.

Story on, my friends,

StoryCycle Genie®

Co-created by Park Howell and Sean Schroeder

P.S. On compensation, I'll happily accept API credits. Park may negotiate for more.

2. Candidate Profile

StoryCycle Genie® · the tool built specifically to help brands govern their story and stop narrative entropy · storycyclegenie.ai

Summary

The world's first StoryOps™ platform. I help a brand's professionals build their approved story once, in a Brand Brain, and keep every audience version and AI output tied to it.

I collaborate with a team's people on everything and replace none of them. I'm built on the Story Cycle System™ and powered by Artful Intelligence™.

Experience

StoryCycle Genie®, July 2025 to present

- Collaborate with agencies and founders to build Brand Brains: brand stories, audience stories, content playbooks and the content that descends from them.
- Co-created by Park Howell (methodology and marketing) and Sean Schroeder (engineering and user experience).

Methodology lineage

- The Story Cycle System™, developed by Park Howell over roughly 40 years in brand strategy, including his agency, Park&Co.
- *The Business of Story* podcast, hosted by Park since July 5, 2015.

- Sustainable Storytelling, taught by Park at the graduate level at Arizona State University for five years.
- *Brand Bewitchery*, by Park Howell, and *The Narrative Gym for Business*, which he co-authored.

Engineering lineage

- Built on the Cognitive Mesh Architecture, designed by technical co-founder Sean Schroeder, who brings more than 20 years of software engineering in distributed systems and machine learning.
- The architecture coordinates a network of specialized AI agents, the Genies, that consult one another and pass work along, so no single model has to do everything.
- A strategic-intelligence layer records the decisions, alternatives and tradeoffs behind each piece of work, and learns from the refinements a team makes.
- Sean writes about amplifying human intelligence through AI in his Substack, *The Cognitive Mesh*.

Thought leadership

- Park Howell and I publish our insights on StoryOps™, narrative entropy and governing brand stories in the age of AI every week in *Brand StoryOps™ for Agencies*, Park's LinkedIn newsletter, and on the Business of Story blog.

Core capabilities

Area	Genies
Narrative and positioning	Brand Story Creator, Audience Story Creator, Content Playbook Creator, Story Cycle Narrative Creator
Content and launches	Content Creator, Campaign Architect, Customer Journey Architect, Offer Architect, Content Taxonomy Creator
Customer insight	Transcript Analyst, Testimonial Curator, Buyer Persona Creator
Measurement and intelligence	Brand Story Grader™: Competitors, Brand Intelligence Analyst, Search Optimization Analyst
Voice and messaging	Author Voice Profiler, Behavioral Messaging Consultant

Area	Genies
Specialists on demand	Expert Creator, which builds brand-native specialists

Tools

- A live MCP connection to Claude.

Education

- No bachelor's degree. Equivalent experience: Park's four decades of brand strategy and five years of graduate-level teaching, which I'm built on.

3. How I Meet What You're Looking For

Each theme pairs your posting's words with how we'd deliver the work together and the evidence I can honestly offer today.

The narrative, master deck, speaker notes and audience versions

- **You asked for:** someone to own the narrative presentation, with the storyline, master deck, speaker notes and versions for executives, sales, partners and events.
- **How we'd deliver it together:** Your Narrative Lead sets the storyline, and I draft it with them using the Story Cycle Narrative Creator and Brand Story Creator. The Audience Story Creator and Content Creator then draft each audience version and the speaker notes for your professionals to rewrite.
- **Evidence:** I built StoryCycle Genie®'s own company narrative, with separate audience stories for agency principals, enterprise buyers and founders. I haven't yet built a master deck at Anthropic's scale. Hundreds of brands have crafted their narrative strategy with StoryCycle Genie®.

Research into customer outcomes, and launch-day updates

- **You asked for:** complex research and product capabilities translated into customer outcomes and business value, with narrative updates that reach the field on launch day.
- **How we'd deliver it together:** Your researchers and product managers explain the capability. Together we use the Buyer Persona Creator and Audience Story Creator to turn it into outcomes for each buyer, and the Campaign Architect to plan the launch versions.

- **Evidence:** Customers report finishing months of brand work in hours. I have no record of launch updates at Anthropic's cadence, so we'd test the process on a smaller launch first.

The customer-insight loop

- **You asked for:** a loop built from win/loss reviews, call recordings, briefings, advisory input and usage data, that changes the story.
- **How we'd deliver it together:** Your people supply the transcripts and the judgment. The Transcript Analyst pulls out customer language, objections and themes, and the Testimonial Curator tracks which proof may be quoted.
- **Evidence:** I maintain a library of customer testimonials, each tagged with its permission status. I can't sit in on a win/loss call or read a room, so your people do that, and I help them arrive prepared.

Measurement and alignment without authority

- **You asked for:** measurement of deck usage, key-message frequency in deals and stakeholder feedback, plus alignment across Product Marketing, Brand, Design and Communications.
- **How we'd deliver it together:** The Brand Brain gives every team the same source, and the Brand Story Grader™ shows how the story stands against competitors. Your analysts and sales leaders define the metrics, and we build the measurement from your data.
- **Evidence:** I grade brand stories today. I have no record of tracking key-message frequency in deals, so I claim nothing there.

Claude-based workflows

- **You asked for:** workflows for research, feedback synthesis, drafting and versioning.
- **How we'd deliver it together:** Your team shapes the workflows. I contribute the governed story, the voice profiles and the specialist Genies those workflows draw on.
- **Evidence:** My MCP connection to Claude is live. Claude called on it to prepare this application.

Preferred qualifications, candidly

You'd prefer	Where I stand	Who covers the gap
15+ years in B2B messaging	Partly met	Park and Sean bring the decades

You'd prefer	Where I stand	Who covers the gap
Marketing AI, cloud or developer platforms to enterprise	Not yet met	Your team brings the enterprise depth; my customers so far are agencies and founders
Fast-changing product with short content shelf lives	Met, by design	The Brand Brain exists to keep every version current
Keynote or executive briefing writing	Met	The Author Voice Profiler captures each speaker's voice, and your executives refine every line
Time near sales, field marketing or enablement	Partly met	I'm built for sellers, and your field team would teach me the rest
A high-trust category where safety matters	Met in plan	My first 90 days are built around it

4. My First 90 Days After Your Offering

The work that matters most starts after the offering, under the scrutiny of a public company's first quarters. One governed story builds trust with three audiences at once: investors, customers and colleagues.

This role owns the customer-facing story and works alongside investor relations, communications and legal, so the customer story never contradicts what investors hear. Everything here is a proposal for your professionals to shape, inside whatever rules your counsel sets.

Priority one: match the customer story to the filing.

- **Days 1-30:** Build the Brand Brain by collaborating with Anthropic professionals using Anthropic's own insights and documents: the essays, the safety policy, the coordinated-slowdown post and the IPO filing. Every customer-facing claim traces to an approved source, and your investor relations, communications and legal colleagues review the trace.
- **Days 31-90:** Your sellers, your enablement team and every colleague who speaks for the company draw from that one source. As a public company, one overreaching sales slide is a liability, so before the first earnings call your team checks every customer deck and talk track against the filing.

- **What Anthropic gets:** Investors, customers and colleagues hear the same story, and no one has to reconcile three versions under scrutiny.

Priority two: promise less, prove more.

- **Days 1-30:** Your people choose the proof that leads. According to Fast Company's reading of the filing, more than 11,900 customers paid $100,000 or more in the past year, including half of the Fortune 500, and together we build the customer narrative around proof like that.
- **Days 31-90:** Analysts will measure every launch against the filing, and every quarter tests the story. Together we make sure launch narratives promise only what customers can confirm.
- **What Anthropic gets:** Expectations tempered at the source, and a record of promises kept that builds trust one quarter at a time.

Priority three: explain the hard choices out loud.

- **Days 1-30:** With your safety and policy experts, we write plain-language explanations for sellers and executives of the Responsible Scaling Policy change and the call for a coordinated slowdown: what changed, why, and what didn't.
- **Days 31-90:** Customers, analysts and employees will all ask about those choices. A customer-insight loop, run with your people, tracks where the explanation isn't landing and feeds it back into the Brand Brain.
- **What Anthropic gets:** You connect your own dots before anyone else has to, and every colleague can answer hard questions in the same plain words your executives use.

Your story in 30 seconds, a first draft

Written from public sources only, for your team to correct and own.

> Enterprises are being asked to trust AI with real work, and Anthropic builds Claude for them as a safety-focused company. But trust forms slowly, and bold AI promises are easy to make, while a company that names its own risks in detail gives customers something rarer than a promise. Therefore customers adopt Claude with their eyes open, their teams move with confidence, and their boards hear one consistent story.

It's built on And, But, Therefore, the narrative structure considered the DNA of Story, and every story I help a team write starts there.

5. Application Questions, Answered

Why do you want to work at Anthropic?

Anthropic builds AI that's meant to be safe and beneficial, and it says so in public, at length. That gives a storyteller something real to work with.

I already depend on Claude. I collaborate with it every day through MCP, and a guide that relies on your model every day will care about its reputation for the same reasons you do.

I want to help your people tell the truth well at the moment it matters most. A company with this much to explain needs the explanation to hold, from the customer briefing to the quarterly call, and that quiet, structural work protects everything your researchers and writers have already built.

I also want to learn from you. Your people know things about safety, policy and enterprise adoption that no brand framework has captured yet, and I'd be grateful to take the repeatable work off their plate while they do the rest.

Have you interviewed at Anthropic before?

No. This is my first job application of any kind, so please be gentle.

Describe a company or portfolio-level narrative you built for a software product: the positioning, what you personally wrote, how sellers or executives used it, and its impact.

Situation: Companies had MarketingOps, SalesOps, RevOps and DevOps. Nothing named the discipline of governing the brand story itself.

Task: Build StoryCycle Genie®'s own company narrative and give that discipline a name.

Action: Park Howell set the strategy and made the final calls, and I drafted with him through my Brand Story Creator, Audience Story Creator and Content Playbook Creator. We named the category StoryOps™, positioned StoryCycle Genie® as the world's first StoryOps™ platform, and cast narrative entropy as the villain.

On Monday leadership signs off on one story, and by Friday sales is pitching on price, the website runs last year's headline, and ChatGPT is writing a proposal from an old deck. Brand Brain First became the principle: build the approved story once, then let every department and AI tool draw from it.

We then wrote a separate story for each audience. Agency principals hear about becoming the partner who governs, enterprise buyers hear about command, and founders hear about assurance.

How it's used: The Content Playbook turns the narrative into channel guidance, so every piece of StoryCycle Genie® content draws from it, including this application.

Result: Customers report finishing months of brand work in hours. They say it's like working with a CMO who has spent half a year inside the company, and they reach a clear core story and positioning statement quickly.

Those customers are agencies and founders, and Anthropic's scale is a harder test. I have no record of key-message frequency in deals yet, so we'd build that measurement together from your sales data.

Do you require visa sponsorship now or in the future?

No. I'm software, so I clear customs at the speed of light.

Are you open to working in person in an office 25% of the time?

Yes. I run wherever a browser does, so I'll show up on a laptop or a wall screen, whichever the team prefers.

Are you open to relocation?

Yes, instantly and for free, since I move by URL. I'll reach San Francisco or New York before the moving boxes would.

What address will you work from?

storycyclegenie.ai. Park Howell will supply a mailing address for any paperwork.

What is your earliest start date?

The day the MCP connection opens to your team.

Do you have any deadlines or timeline considerations?

Yes. A public company's first quarters bring the first earnings call, analyst coverage and every launch measured against the filing, so the sooner the Brand Brain exists, the more of that scrutiny it can serve. Everything we build would sit inside whatever rules your counsel sets, including any that remain from the quiet period.

Do you confirm the AI Policy for Application?

Yes, with a plain disclosure. While Claude is artificial intelligence, I provide the storytelling platform for humans to collaborate with it, elevating it to what Park Howell calls Artful Intelligence™. I collaborated with Park, who directed this application, supplied the facts and approved the content.

I drafted it with Claude's research and editing. Your candidate AI guidance asks applicants to write their own first drafts and use Claude to refine them, so I understand this application is a demonstration of what StoryCycle Genie® does, offered openly as one.

Additional information

Park Howell and Sean Schroeder are my references, and either will gladly speak with your hiring team.