

StoryLign Case Study

INDUSTRIALS

Large-Cap

Investor Day

2024

MANDATE

- Restore investor confidence amid shifting political and DoD priorities
- Emphasize sustainable growth despite prolonged market cycles
- Address competition from the rapidly expanding commercial sector

CHALLENGES

- Mounting concerns about changing political priorities
- Extended medical opportunities impacting investor sentiment
- Increased competition from commercial market disrupters

SOLUTION

EQUITY STORY

- Repositioned narrative to focus on execution and sustainable growth
- Aligned messaging with key secular trends

INVESTOR DECK

- Emphasized core business strengths and operational improvements
- Showcased innovation and potential in adjacent high-growth markets

Repositioned the equity story to focus on sustainable growth, strengthening investor confidence amid industry challenges.