



# YOU DON'T HAVE TO BE A SUPERHERO TO SHARE YOUR ORIGIN STORY

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In my conversations with companies across the seed industry, one question keeps resurfacing: “How do we define our mission and vision in a way that truly unites our team?” For many, it comes down to writing a mission statement, but I often find that a written mission statement isn’t enough. It won’t cultivate the culture most organizations are after.

Instead, I encourage leaders to take a step back and explore their origin story. Why did the company begin? What initial need sparked its creation? And if there’s been an evolution, why did that happen? These questions dig right to the core of what a company stands for and where it’s going.

Defining an origin story might sound straightforward, but it’s no easy feat. It requires clear focus, trimming away redundant details and honing in on what’s essential.

The challenge lies in simplicity, not complexity. An origin story should reflect this approach. It may seem simple to recount why a company exists — “we saw a need in the industry and stepped up to fill it” — but to convey that succinctly and powerfully takes effort.

In 1987, a small but powerful team of ag communicators took their first steps on a mission that would transform an industry. Under the name Issues Ink, we launched with a singular purpose: to amplify the voice of the Canadian seed sector and give its people a platform in a world that hadn’t yet fully grasped their importance.

As Seed World Group’s influence grew, so did its ambitions — we expanded across North America, then Europe, and then into Latin America, evolving into what we are today. Now, we’ve gone beyond storytelling and are an ally of the seed industry, equipping it with strategic insights and communication powers to tell its own stories and inspire change. So why is this important? Just like superheroes are loved for their origin stories, a strong origin story clarifies a company’s purpose and inspires loyalty. People want to know where you came from and what you’ve accomplished. It’s proof that what you set out to do is making a real impact.

In a world overflowing with information, the organizations with the best stories are the ones that cut through the noise. Crafting an origin story is more than revisiting history; it’s about laying a foundation for the future and helping others see why what you do matters.