CONNECTING THE NARRATIVE TO YOUR WORK

1. The new people you want to reach are...
   ... indifferent to you, at best
   ... maybe even resistant to your frames and language
   ... have their own priorities and ways of looking at the world
   ... have their own language they are comfortable with

2. We tested a shared narrative with people who are here to see what might move them here

3. Common ground...
   ... connecting on shared values
   ... speaking the same language
   ... framing a shared vision

4. Once you use the new narrative to bring them to common ground, you have an opportunity to bring them here

5. Here they understand and support...
   ... your priorities
   ... your senses of urgency and solvability
   ... your way of looking at the world
   ... your language
NARRATIVE + MESSAGING + STORIES

A method for using the narrative model

01 Set the Stage
+ For each particular issue and audience, determine whether to start conversations with a problem to be solved, an overview of your issue or an opportunity for consideration.

02 Frame
+ Frame that issue within one or more of the value statements.
+ Develop reasons to believe (data) and stories from your work that amplify the value statements.

03 Lead into the Core
+ Lead conversations from those of values into those of narrative / core message.

04 Conclude
+ Conclude with a call to action or solution, if appropriate.