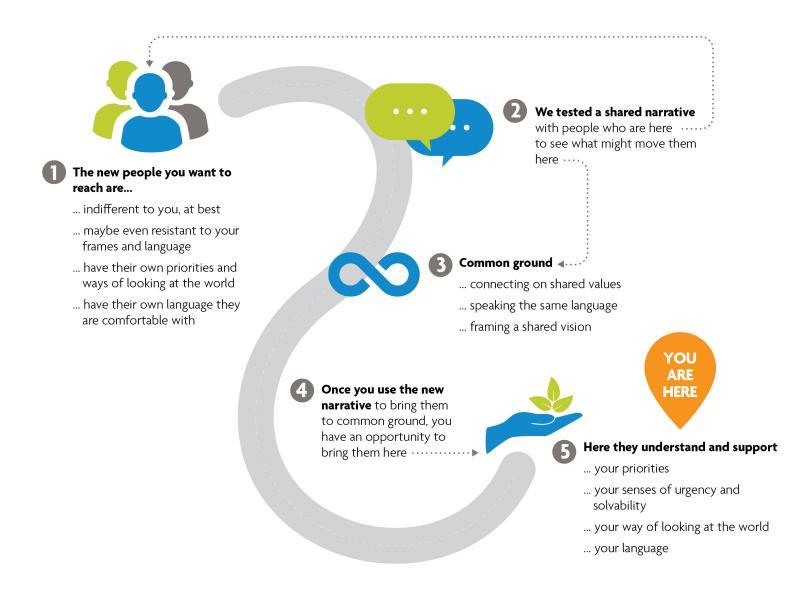
CONNECTING THE NARRATIVE TO YOUR WORK



NARRATIVE + MESSAGING + STORIES

	01 →	02 ⇒	03 →	04
A method for using the narrative model	Set the Stage	Frame	Lead into the Core	Conclude
	+ 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.	 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. 	+ Lead conversations from those of values into those of narrative / core message.	+ Conclude with a call to action or solution, if appropriate.