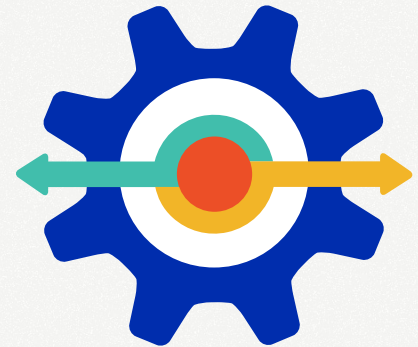


Change

NARRATIVE LANDSCAPE & CHANGE GOALS

This worksheet is designed to help you answer the key questions that you will encounter during the first phase of your narrative change project:

- **What change are you seeking to create?**
- **What is the role of narrative in that change?**



Step 1: Vision

Big-Picture Vision.

What is your high-level, big-picture vision for the people and communities you serve?

Levers for Change.

What needs to change (policies, practices, narrative, behaviors, cultural norms, etc.) to achieve that vision?

Step 2: Change Goal

Change Goal.

Thinking about the change you want to see, what parts of that change seem possible to achieve in the next one to five years?

Barriers to Change.

What are the major barriers to the change goal you describe above?

Opportunities for Change.

What opportunities or potential approaches could help support enacting this change?

Step 3: Narrative Landscape

Definition of Narrative: Narrative is a system of stories that are understood subconsciously or consciously and shared by a group of people with a common identity. Narratives shape our attitudes and behaviors about people, places, objects or ideas. Narratives are established, amplified and reinforced over time through the careful, deliberate curation of narrative tools like stories, language, messengers, and messages.

Dominant narratives are generated by and help to reinforce the dominant group's power; dominant narratives often reinforce inequities in society and uphold the status quo.¹

Dominant Narrative.

What are the dominant narratives that impact your ability to advance your vision and change goal(s)?

Narrative Analysis.

Who benefits from the dominant narrative remaining in place? Where and by whom is the narrative held, reinforced and amplified?

Narrative Shift.

What narratives would enable or support you to advance your vision and your change goal?

Types of Narrative Shift.

How does your proposed narrative shift relate to the dominant narrative?

Are you seeking to:

- create a new narrative
- counter a harmful narrative
- amplify a helpful narrative
- reframe an existing narrative
- or attach new meaning or a new context to an existing narrative?

Step 4: Your Organization's Role

Changes in your Work.

Taking all of the above into account, what is the critical role your organization can play to support efforts to change the dominant narrative?

Outcomes of this Work.

If your organization plays this role, what are the specific outcomes you will achieve?