Questions to Ask

Ask yourself these questions as you kick off a narrative change project

CREATE

- What is the dominant narrative we are replacing?
- What is the new narrative, in a sentence or two?
- What process is used to create the new narrative?

TRANSLATE

- Who does this new narrative need to be legible to?
- Who needs to be able to see themselves in this new narrative?
- What is the content that animates your new narrative? Images, words, etc.
- What resources do you have to make the new narrative legible?

DEPLOY

- What is your vision for how the new narrative will be adopted?
- What is going to be easy about driving your new narrative?
- How long will the change take, and how will you keep driving for that whole span?

OBSERVE TOGETHER

- What's the narrative baseline you are starting from?
- Who on the team needs to know what's changing?
- What can you observe every day? Month? Year?

Narrative Initiative

Narrative Initiative catalyzes durable narrative change in order to make equity and social justice common sense. We make connections between people and organizations, amplify the best tools and methodologies from an emerging field, and activate new collaborations that lead to greater alignment. By weaving narrative thinking into a multidisciplinary field, we build toward a community of practice that creates a long- term shift in hearts and minds.

NARRATIVE CHANGE PRACTICE
FOUR BASKETS TOOLS FOR SELF ASSESSMENT

The Four Baskets	Check Your Progress At what stage of development is your project with respect to each basket?	Make A Plan What next step could you take for each basket?
CREATE Narrative change practice assumes starting from an existing dominant narrative, and then changing to a new one. The creative act of generating a new narrative is an essential first step.	□ Seed: Looking for a creative process that fits our project □ Sprout: Adopting a creative process □ Sapling: Creative process humming along, new narrative being formed □ Tree: Our new narrative is created and documented	**We could...**
TRANSLATE In order to effectively change a narrative, it is necessary to deploy a new one in the world. Effective deployment means it is legible in many places, to many audiences. Identify audiences to connect with, and find ways to express the narrative.	□ Seed: Getting to know what speaks to which audiences, and who will tell the stories in the new narrative □ Sprout: Beginning to refract new narrative □ Sapling: Translation process practices established for your project □ Tree: New narrative translated into many forms, processes established to easily continue	**We could...**
DEPLOY Move your narrative in public by designing effective narrative interventions. New narratives only become dominant when they are both put into practice and adopted widely.	□ Seed: Mapping your capacity to reach audiences and channels □ Sprout: New narrative is public in a few places, map (above) is starting to be activated □ Sapling: New narrative being consistently implemented across the majority of your map □ Tree: Implemented across all of your map, and new narrative showing signs of adoption	**We could...**
OBSERVE TOGETHER Is your new narrative is being adopted? Understanding the larger narrative landscape is key to being effective. Mapping before/during/after sustained efforts of narrative shift shows what is working and where to improve practice.	□ Seed: Identify who needs to watch the narrative changing □ Sprout: Narrative change is being tracked □ Sapling: Narrative change is being tracked and shared □ Tree: Narrative change is being tracked, shared, and incorporated	**We could...**