

Worksheet for Narrative North Star Readiness

A NNS is a narrative alignment process that pushes us to focus on the big picture. It requires time and resources to synthesize group thinking and hear stories that can situate our narrative direction. We encourage groups to carve out capacity for this type of work.

Are you ready for your own Narrative North Star? This checklist will help you decide.

1. Who is this Narrative North Star for?

a. Stakeholders - Who are the people most impacted by this narrative? Who does the Narrative North Star need to work for?

b. Authors - who in the cohort is responsible for meaning-making and narrative authorship?

c. Stewards - Who is holding the Narrative North Star, tending to it and protecting its integrity?

d. Creators - Who can create something from the seed of the Narrative North Star? Who is deploying this narrative, echoing it, amplifying it?

2. Do we have the ingredients of success? Provide examples of how to get there. For example, if our network lacks the trust necessary to do this process, we can do this to build the trust we need.

Question	Yes/No	How To Get There
Does your group have documented goals and strategy?		
Is your group aligned enough on values to move together?		
Do you want to build your narrative power?		
Have you completed a <u>narrative landscape process</u> ?		
Does your leadership team have the resources and time to commit to a NNS process? Are they ready to spend some time thinking long-term?		
Do you know who your top 10-40 stakeholders are? Do they have time to participate in a NNS process?		
Whose power, voices, and leadership are centered in your work?		
Can your leadership commit to implementing a NNS across strategy, policy advocacy, communications, direct action, organizing, and programs (as applicable)?		
Are your funders and stakeholders on board with you doing narrative change work?		

3. What do you already know about your narrative landscape? What are the key harmful and helpful narratives currently in play?



4. What values are shared in your movement, across issue and across place? (Record what you learn through the “Excavation” process here.)



Having the answers to these questions will allow you to make an informed choice about the right time for a NNS process at your organization.