

Worksheet

How to build an effective narrative

The Vision/Values > Explanations > Solution formula helps you create content for different mediums and channels when talking about the project or issue.



Fill out this table with the core elements of your narrative

<p>Vision: what will the world look like when we've achieved the change?</p> <ul style="list-style-type: none">● Is it concrete?● How will people's lives be different?● Does it draw attention to upstream/system changes?	
<p>Values: what values are you bringing to the surface?</p> <ul style="list-style-type: none">● Connect with the intrinsic values that matter to people?● Why do they care?	
<p>Problem/barrier: What's standing in our way to achieve the solution?</p> <ul style="list-style-type: none">● Check that you don't leave any gaps that the unhelpful narrative could fill e.g. explain away the problem with "bad choices."	
<p>Cause (+ agent): Who put the barriers there?</p> <ul style="list-style-type: none">● Check for gaps that people may fill in with their own narrative.● You can use an explanatory chain if the causes are complex, or you need to include data.	

Solution: What changes are you going to make to remove the barrier? What do you need people to do to support them?

- Check if your solution matches your problem.

Call to action: What can I do?

- Check the call to action is targeted to the audience.
- Remind people why this matters.

Who are our messengers and why?



What are the key terms and language that we use to support our narratives?



The language we use helps reinforce our narratives:

- For example, using “Arts, culture and creativity” rather than “the arts”

Resource created by [The Workshop](#)

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