

## Using the Power of Narrative to Craft a Meaningful Message

Narrative can help you communicate at multiple levels, in a way that people are hard-wired to understand. This basic narrative structure involves a protagonist seeking to achieve a meaningful goal, who must overcome obstacles to achieve it. A helper figure aids the protagonist. Think of an issue addressed by your organization, and answer the following questions to begin crafting a meaningful message, using the power of narrative.



1. Who are the people involved in this issue?
2. What are their hopes and values in this context?
3. What problems stand in the way of realizing their hopes and values?
4. What solutions does your organization offer?