

# NARRATIVE FRAMEWORK





ODD DUCK

**Our Objective:**

What are we, as an organization, trying to accomplish?  
 We will [BROAD ACCOMPLISHMENT CATEGORY] by [ACTIVITIES] for [OUTPUT(s)] in [X MEASURABLE AMOUNT] within [TIMEFRAME 1-3 YEARS] for [OUTCOME(s)].

**Position Statement:**

What is our role in all of this? What is our unique place in the field? Is it our way of thinking, our relationship with the audience, our effectiveness to carry out this message?

|               |  Audience   |  Barrier  |  Appeal   |  Action |
|---------------|--|--|--|--|
| <b>PATH 1</b> | <p>Group 1: Who are they? What role do they play in all of this? How can they make or break your objective/outcome? We are looking for a whole-person profile beyond demographic data. This is a composite of our sources.</p> | <p>What is stopping them from achieving this outcome? What obstacles do they face? We are looking for AHA moments, blind spots and obstacles we did not expect or defy our assumptions. Are there psychological barriers, internal barriers (i.e. team dynamics) or economic barriers?</p> | <p>How can we influence them to achieve this outcome? What do they need to hear to take action? What concerns do they have about moving forward? What is holding them back? Can we appeal to them through our influence, our change in perspective, our personality?</p> | <p>What action do we want them to take?</p>  |
| <b>PATH 2</b> | <p>Group 2: Who are they? What role do they play in all of this? How can they make or break your objective/outcome? We are looking for a whole-person profile beyond demographic data. This is a composite of our sources.</p> | <p>What is stopping them from achieving this outcome? What obstacles do they face? We are looking for AHA moments, blind spots and obstacles we did not expect or defy our assumptions. Are there psychological barriers, internal barriers (i.e. team dynamics) or economic barriers?</p> | <p>How can we influence them to achieve this outcome? What do they need to hear to take action? What concerns do they have about moving forward? What is holding them back? Can we appeal to them through our influence, our change in perspective, our personality?</p> | <p>What action do we want them to take?</p>  |
| <b>PATH 3</b> | <p>Group 3: Who are they? What role do they play in all of this? How can they make or break your objective/outcome? We are looking for a whole-person profile beyond demographic data. This is a composite of our sources.</p> | <p>What is stopping them from achieving this outcome? What obstacles do they face? We are looking for AHA moments, blind spots and obstacles we did not expect or defy our assumptions. Are there psychological barriers, internal barriers (i.e. team dynamics) or economic barriers?</p> | <p>How can we influence them to achieve this outcome? What do they need to hear to take action? What concerns do they have about moving forward? What is holding them back? Can we appeal to them through our influence, our change in perspective, our personality?</p> | <p>What action do we want them to take?</p>  |
| <b>PATH 4</b> | <p>Group 4: Who are they? What role do they play in all of this? How can they make or break your objective/outcome? We are looking for a whole-person profile beyond demographic data. This is a composite of our sources.</p> | <p>What is stopping them from achieving this outcome? What obstacles do they face? We are looking for AHA moments, blind spots and obstacles we did not expect or defy our assumptions. Are there psychological barriers, internal barriers (i.e. team dynamics) or economic barriers?</p> | <p>How can we influence them to achieve this outcome? What do they need to hear to take action? What concerns do they have about moving forward? What is holding them back? Can we appeal to them through our influence, our change in perspective, our personality?</p> | <p>What action do we want them to take?</p>  |

**Desired Outcome:**

What are we trying to accomplish?

**Core Narrative:**

The story of each audience on their journey to achieve the desired outcome under ideal circumstances. It accounts for the challenges along the way, how they overcome those challenges, and where they find themselves after achieving the desired outcome. We aim to identify the question each audience needs answered before they can take action and curate stories that will provide that answer.