





NARRATIVE FRAMEWORK

ODD DUCK

Our Objective: What are we, as a company, trying to accomplish?
(Our company) aims to ...

Position Statement: Who are we in relation to all of this? Is it our way of thinking, our relationship with the audience, our effectiveness to carry out this message?

	 Audience	 Barrier	 Appeal	 Action
PATH 1	> Group 1 to influence: Who are they? What role do they have in all of this?	> What has stopped them from achieving this goal?	> How do we persuade them to take these steps to action?	> What action do we want them to take? What results do we want to see?
PATH 2	> Group 2 influence: Who are they? What role do they have in all of this?	> What is standing in their way of achieving this goal?	> Can we use emotion or persuasion to appeal to them?	> How does this action thrive on the desired outcome?
PATH 3	> Group 3 to influence: Who are they? What role do they have in all of this?	> What are the reasons they have not accomplished this goal already?	> What will make them listen and act?	> What do we want them to do?
PATH 4	> Group 4 to influence: Who are they? What role do they have in all of this?	> Why have they not done this or implemented this yet?	> How do we influence them to achieve this desired outcome?	> What steps need to be carried out? Why does this action work toward the desired outcome?

Desired Outcome: What do we want to achieve out of all of this?

Core Narrative: The story we tell to share their journey of achieving their desired outcome, that encompasses each segment of this framework