

The Narrative Strategy Canvas

Craft and amplify the narratives that expand collective imagination — creating fertile ground for regenerative change.

ENTERPRISE / SECTOR

DATE

FACILITATOR

1 Identify the Dominant Story

What prevailing narrative in your sector limits what people believe is possible? Name its embedded assumptions about value, risk, success, or human nature. Who benefits from it remaining unchallenged — and why does it need replacing, not just resisting?

2 Craft the Alternative

Define the world you want to normalize in vivid, concrete terms. Use emotionally resonant language that connects values to lived experience. Show, don't tell — through real examples and relatable metaphors.

3 Use Multiple Story Forms

Combine data with human story — head and heart. Deploy origin stories (how we got here), vision stories (where we're going), transformation stories (how change happens). Tailor to the audience. Make it participatory.

4 Defend Against Narrative Attacks

Name the tactics being used against you, and prepare each defense: demand transparency, simplify without dumbing down, expose false binaries, diversify messengers, show working examples.

greenwashing

complexity manufacturing

both-sidesism

messenger assassination

hope deflation

distraction

5 Build Narrative Infrastructure

Move from individual storytelling to movement capacity: toolkits and templates others can use; networks of aligned storytellers; media that reaches beyond the converted. Align operations with the story — nothing undermines narrative power like hypocrisy.

6 The One Story You Will Tell

The single story your enterprise is uniquely positioned to tell — that, if widely believed, would change how success is defined. One story. One audience. One channel to start.

One story *The Transformation Test* — What is one story your enterprise is uniquely positioned to tell that, if widely believed, would transform the way your community or industry defines success? Does it inspire action — or merely agreement?