



Strategic Narrative (A)

Strategic narrative refers to the story you intend to share with the external world. The elements you have identified through the previous five steps form the foundation of your story. You can begin by documenting this in part A.

Take a close look at your own narrative, what you create, and your process. Determine which elements are essential for others to comprehend. Additionally, part A includes several questions that assist you in crafting a more comprehensive story for others.

A: To begin crafting your story, let's start by considering the perspective of the person receiving the story.

Focus on your own narrative, experiences, and the process you've gone through (based on sheets 2-5).

Filter: As you do this, remove any general or overly explanatory terms and words. Instead, think about the relevance of your story to someone else and clearly state what you have to offer. Additionally, emphasize the impact of what you have to offer. These can be separate sentences or keywords.

Basic: The foundational narrative of your strategic narrative is your overarching story that you want to communicate to others. It encompasses elements of your own self, your work, and your process. What is crucial is that the story is outwardly focused, written with the intention of communicating with others.

Choose keywords and values from sheet 2-5

- use elements from *Insight Narrative(2)* for example *I am, I can, I see I believe I want*
- from *What (3) Symbolic Values, Impact*
- the mapping your own specific process from *Process (4)*
- and use the inventory of *Network (5)* focussing on the specific audience that you want to address

Filter

- Remove overly explanatory terms and words. Think about the relevance of your story to someone else and clearly state what you have to offer.

Basic

- write a basic, general story