

Narrative Change 101 Overview

Funded/Convened by: Gates Foundation

Supported In Partnership with Purpose Labs/Voices for Economic Mobility Incubator

What is a Narrative?

A **collection or body stories** of characters, joined in some common problem as fixers (heroes), causes (villains) or the harmed (victims) in a temporal trajectory (plot) leading towards resolution within a particular setting or context. These stories together convey a common worldview or meaning – an interpretation of the world and how it works.

What is a Narrative Change?

Changing the story. Narrative change shifts power as well as people's focus and the ways our issues are framed to help us build widespread support. If we can change the story, we can create the context for our work to win.

Storytelling vs Narrative Change

The movie Jaws is a **story** about an insatiable man-eating shark.

All the stories about insatiable, man-eating sharks add up to a broader **narrative** of sharks being dangerous and predatory creatures.

The narrative and stories about sharks rest on powerful **dominant narratives** about the human relationship to nature and a fear of the unknown.

Audiences

Groups of people who share similar values, beliefs, metaphors, and emotions about a social issue we call audiences. Audiences also share similar cultural consumption patterns, which afford critical insights to people making media to reach them.

Values Distinct

Each audience has fundamentally different values. So even if they share the same beliefs about the causes of social issues, they are likely to have different attitudes about it and different perspectives on possible solutions. See Harmony Labs: "[4 values-distinct audiences](#)" profile.



Audience Values

Tough Cookies → Order; What our country needs most is discipline, with everyone following our leaders in unity.

Don't Tread On Me → Most important to who I am is: success, competence, recognition

People Power → Most important to who I am is: open-mindedness, wisdom, equality

If You Say So → Distrust; if you give people an opportunity to cheat the system, they will take it

See More:

- [Purpose Labs](#)
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