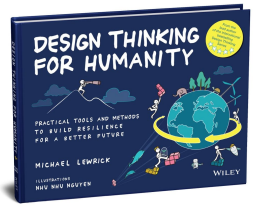
Project:
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The Narrative Design Canvas

Quick guide: The Narrative Design Canvas helps design the shift toward a new narrative, moving a story from its limiting present-day version to a regenerative future version that inspires real action.

More tips & tricks on book page: 134



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1 DECONSTRUCT THE PRESENT
(The "AS-IS" Story)

Old Narrative
What is the dominant and limiting story that currently perpetuates the unsustainable status quo?

The Core Audience
Who believes this old story, and what are their underlying values, hopes, and fears?

The Hidden Payoff
What benefit or sense of security does the old narrative provide that makes it so difficult to change?

2 DESIGN THE FUTURE
(The "TO-BE" Story)

The New Narrative
What is the compelling and regenerative new story that offers a tangible vision of a preferable future?

The Core Message
If the audience could remember only one thing from our new story, what is the single, undeniable truth we want them to carry with them?

The Human Connection
How does our new narrative connect with the deepest values of our audience and make the future feel not just possible but desirable?

3 INSPIRE TO ACTION
(The "CALL TO ADVENTURE")

The Emotional Impact
What is the precise emotional shift we create, transitioning the audience from apathy to one of empowerment?

The Call for Action
What is the single, clear, and tangible first step we want our audience to take after hearing our story?

The First Reward
How do we make that first action feel both immediately achievable and meaningful, reinforcing their commitment to the new narrative?

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