



Photo Credit: Shot by Somali

# Planning Your Narrative Strategy

Whether you're crafting a campaign, building power on the ground, or making art that speaks to justice, **narrative strategy** gives you a roadmap for shaping how people see, feel, and act on the issues that matter most.

**Narratives** don't just shape how people think—they shape what policies feel possible, which futures feel believable, and who is seen as deserving. When we engage in narrative strategy, we're doing more than **storytelling**—we're shifting power.

## STRONG NARRATIVES CAN:

- Shape public perception of what's normal and possible.
- Frame problems and solutions, guiding how we respond.
- Define who's seen as deserving of rights, protection, and care.
- Align communities and sectors around a shared vision.

When a narrative gains traction, it shows up in media and **culture**, shifts attitudes, and pressures decision-makers to act. But that shift doesn't happen by accident—it takes coordination, collaboration, and time.

# What Is Narrative Strategy?

Narrative strategy is the intentional practice of shaping public understanding through stories, values, and culture. It's how movements—and institutions, corporations, and political actors—build the overarching stories that influence what people see as normal, acceptable, or possible.

And it's not exclusive to social justice: many dominant narratives upholding inequality and exclusion are the result of strategic planning. That's why it's essential for artists, organizers, advocates, and storytellers to work together to advance Future Narratives—ones grounded in lived experience, rooted in shared values, and made real through culture.