

## Module 2: Connect Strategy to Story

The most powerful stories have a strategic design underlying them. The first exploration you should take is not to develop what the story is, who it's about or how you are going to tell the story. Rather, you should ask yourself what change you'd like those experiencing the story to take. (We call those folks 'actors' throughout.) We're intentionally starting the story building process with a deep dive in identifying specific change actions and actors.

### 2.2 First, describe your path for change:

*NOTE: If your path for change involved more than one change, you should narrow to one thing and complete this process for each path for change you and your team identify.*

### 2.3 What are you trying to make happen that isn't happening right now? What can be achieved that is specific, actionable and measurable?

### 2.4 What action is required to accomplish your path for change?

Action:

By:

Action:

By:

Action:

By:

*Complete the following for each or identified actor (in the 'by' field) in 2.4. Copy and paste questions 2.5-2.12 for each identified 'actor' to accomplish your goal.*

**2.5 Who, specifically, can take that action?**

Actor:

Action:

**2.6 What is most important to them?**

**2.7 What is their expertise in this topic?**

**2.8 What would make them want to act?**

**2.9 What misconceptions might prevent them from acting?**

**2.10 What do you know about their values? How are they different from yours?**

**2.11 What do you know about their world views? How are they different from yours?**

**2.12 What do you know about their habits and influences?**