



Strategic Narrative Development Template

A strategic narrative is a cohesive story about your transformation journey. It should articulate how your organization is moving from its **current state** to a **future state**, emphasizing the purpose behind the initiative. Your narrative serves as a unifying message that is simple, understandable, and relatable for your audience.

Guiding Framework: The Journalist's Prompt

To develop your strategic narrative, leverage the journalist's approach by answering the following key questions: **What, Why, When, How, and Who**. This framework ensures that you cover the essential elements of your story. At the end of the story, deliver a **call to action** which is how you are asking the audience to participate.

Let's Put it Together!

1. Setting the Scene: The What

What: Briefly describe the current situation and the upcoming change. This sets the context for your narrative.

Example: "With the acquisition of ABC Company underway, we are now poised to enter the **merger integration phase**."

Your Turn: _____

2. Purpose and Vision: The Why

Why: Explain the purpose behind the transformation. Why is this change necessary, and what future vision does it aim to achieve?

Example: "This merger represents not just a growth opportunity, but a chance to bring together the best of both companies and **unlock new value** for our customers, employees, and stakeholders."

Your Turn: _____

3. Timeline: The When

When: Provide a general timeline for the transformation.

Example: "Over **the next 12 months**, we'll embark on the operational work needed to integrate our teams, processes, and technologies."

Your Turn: _____

4. Methodology: The How

How: Outline the approach or methods that will be used to achieve the transformation. How will the organization navigate the change?

Example: "Through a structured integration process, we'll merge our operations, focusing on efficiency, innovation, and the seamless blending of cultures."

Your Turn: _____

5. Participants: The Who

Who: Identify who will be involved in the transformation.

Example: "**Every employee** plays a critical role in this journey."

Your Turn: _____

6. Call to Action: Another How

Encourage engagement and participation from the audience. What do you want them to think, feel, or do after hearing the narrative?

Example: " Your **dedication, adaptability, and innovative ideas** will be the cornerstone of our success. Together, we will write the next chapter in our story."

Your Turn: _____



Tips for Crafting Your Narrative

- Keep it simple and jargon-free to ensure it's accessible to all audiences.
- Use storytelling to make the narrative engaging and memorable.
- Make it personal. Talk about what it means to you.
- Be transparent about challenges while emphasizing the positive vision for the future.
- Appeal to the emotions of your audience (pride, teamwork, ownership)
- Regularly revisit and update your narrative as the transformation progresses.
- Repetition is important! Use it over and over again.

Your strategic narrative is the starting point for communicating and promoting your change initiative. Expect to add many more pieces of communication along the way.

To your success on the transformation path ahead!