

## Story Gap Analysis Exercise

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**Step 1:** Collect 5-7 examples of existing narratives around your subject area ie. videos, article, infographics, photo essays etc.

Find the most popular examples ie. the ones that pop up easily when you Google your issue.

To have a range, look for examples from: other environmental groups, your allies, your own, other mainstream sources (TED Talks), major bodies (ie. UN). You can also look for examples from your opponents (their commercials etc.).

**Step 2:** On one big flip chart, draw something that looks like this (sorry I'm not a graphics guru!):

Now (Existing Story)		Future (Our Story)	
Message	Delivery	Message	Delivery

**Step 3:** View one example at a time with your group.

After each example, go to the “Now” section and collect observations on the “Message” (ie. what is the main story being told) and “Delivery” (how is the message delivered. This can mean the channel, the messenger they selected, the music, the tone, the feeling, the colors).

Go example by example, stopping to collect people’s reflections on both the message and delivery of each.

**Step 4:** Now go to the right side of the flip chart. Ask the group:

Q) What is the missing story? What is the story we want people to tell?

Q) And how do we want to deliver our story?

Write down both the message and also the delivery.

**Next steps:**

Do a freewriting exercise. Get everyone to write the new story on their own for 10 minutes. They can draw, they can handwrite, they can even do an oral recording of the new story. The point is get creative.

Then share each other's ideas. Highlight what's resonating with more people. Keep developing the story.