



KNOW YOUR NARRATIVE

CONSTITUENTS <i>Who are my people?</i>	
DOMINANT NARRATIVES <i>What does society say about my people?</i>	
DOMINANT BELIEF <i>What is the overarching belief that connects these?</i>	
NEW BELIEF <i>What is true about my people that I want society to believe?</i>	
POWER NARRATIVE <i>What is a narrative that would support this belief?</i>	
POWER STORY <i>What stories could I tell to reinforce this new narrative?</i>	

