

NARRATING CHANGE:

the power of framing.

All non-profit leaders know stories are powerful tools for changing hearts and minds. As strategic change makers **we can't just tell stories, we have to change existing narratives.**

Stories are never neutral. Changing systems often requires challenging stereotypes and cultural assumptions. Framing is critical to understanding narrative because **the frame defines point of view and power in the story.***

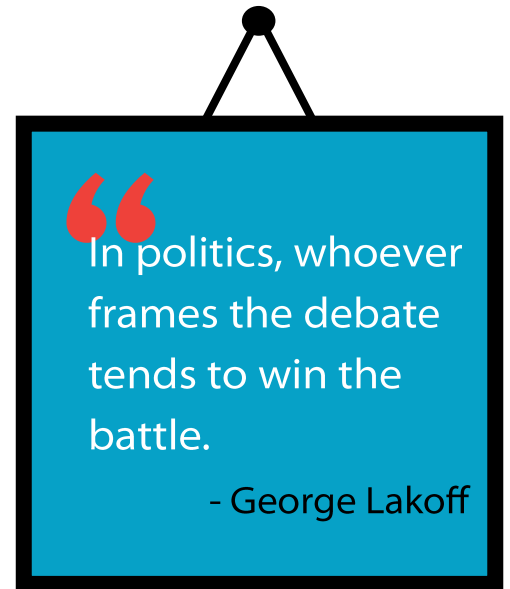
Consider the framing of these two images within the captions:



"A young man walks through chest-deep floodwater after **looting** a grocery store in New Orleans on Tuesday, Aug. 30, 2005."



"Two residents waded through chest-deep water after **finding** bread and soda from a local grocery store after Hurricane Katrina in New Orleans."



F.R.A.M.E.S. Narrative Checklist

F = Frame the Issue Does your narrative set the terms for understanding the issue, and reinforce the vision and values you are promoting? **Framing means defining the problem, what's at stake, and the solution.**

R = Reframe Opponent's Story and Reinforce Your Frame Reframing means changing the terms of the debate: are you **elevating new characters, redefining the issue with different values, or exposing a faulty assumption** of your opponent?

A = Accessible to the Audience Consider the language, context, and values of your audience, and if this narrative will be appealing to them. **Finding the right messengers can help make it credible.**

M = Meme Can you encapsulate the core message in an effective meme? It needs to be memorable, easy to spread, and sticky. **Paragraphs don't spread, phrases do.**

E = Emotional Engage audience emotions with themes like hope, anger, tragedy, or determination.

S = Simple and Short Get to the core essence of the issue - **don't bury the lead.**

* These insights are all from "Re:Imagining Change by Patrick Reinsborough & Doyle Canning.