

## Public Narrative Worksheet

### Organizing and Mobilizing Through Public Narrative

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#### An example of the story of self, us, and now

You'll be hearing an example of someone's story of self, us, and now. While you listen, think about the elements of *self*, *us*, *now* that you hear in the story.

Self	Us	Now
What experiences and values call this person to leadership?	Who is the "us" that the speaker identifies?  What are the common values the speaker appeals to?	What urgent challenge does this speaker identify?  What gives us real hope that we can do something?  What is the first step that each person can take to be part of the solution?

1. What was the speaker's purpose in telling these stories? What was the speaker moving people to do?
2. What values did this story convey?
3. What details or images in particular reflected those values?

**Public narrative combines story of self, story of us, and story of now.**



**Developing your story of self, us, and now. (Begin drafting backward: now → us → self)**

<p><b>Story of <i>now</i> communicates the urgent challenge we are called to face now.</b></p>
<p><b>What is the urgent challenge that your community faces?</b> You want your audience to care about your issue and commit to taking action with you today.</p>
<p><b>What stories communicate the urgent challenges that your community faces?</b></p>
<p><b>What specific “ask” are you making to others to join you in meaningful action?</b></p>
<p><b>What stories can offer your community a sense of hope?</b></p>

**Story of *us*—shared values and shared experiences—why our community in particular is called to act, and why we in particular have the capacity to lead.**

**Who is the “us”?**

**What values do we share?**

**What stories highlight the shared values and experiences of your audience? Think of specific collective challenges you faced as a community, the collective choices you made acting on those values, and the outcomes of those experiences.**

**Story of self: Why you have been called to serve.**

**What stories can you tell about the experiences and values that call you to take leadership? Think of challenges you faced, choices you made, and the outcomes in those experiences.**

Think about these questions:

- What am I calling on others to do?
- What values move me to take action and might inspire others to similar action?
- What stories can I tell from my own life that would show (rather than tell) how I learned or acted on those values?
- What are the experiences in my life that have shaped the values that call me to leadership?

Think about the challenge, choice, and outcome in your story. The outcome might be what you learned in addition to what happened. A story doesn't have to be dramatic to be effective. Try drawing pictures here instead of words. Powerful stories leave your listeners with detailed images in their minds that shape their understanding of you and your calling.

CHALLENGE	CHOICE	OUTCOME

**Based on the previous worksheets, create your public narrative, writing three sentences for each story.**

**Story of self:**

**Story of us:**

**Story of now** (be sure end by asking for a clear commitment):

## Acknowledgments

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See:

[hks.harvard.edu/faculty/marshall-ganz](https://hks.harvard.edu/faculty/marshall-ganz)

[cbtrust.org/wp-content/uploads/Storytelling-Marshall-Ganz.pdf](https://cbtrust.org/wp-content/uploads/Storytelling-Marshall-Ganz.pdf)

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