

ACTION ITEM

2. STRATEGIC NARRATIVE

**PURPOSE**

Develop a strategic narrative so clear that each team member can communicate it—and others can understand it—in 30 seconds or less.

TIME

30–40 minutes

INSTRUCTIONS

1. Explain the purpose of a strategic narrative: It allows you to quickly communicate your team's relevance and access essential resources.
2. Share your draft strategic narrative with your team.
 - Explain your thinking.
 - Ask for feedback and clarifying questions.
3. Have team members develop their own strategic narrative.
 - Use the Strategic-Narrative Builder on the next page to generate ideas.
 - Encourage team members to practice sharing their draft narratives, using the criteria on the “Strategic Narrative” card (3) to assess whether they are clear, concise, compelling, and confident.
4. Reinforce your strategic narrative.
 - Make it memorable.
5. Focus your narrative to specific audiences.



Watch the videos *We Choose to Go to the Moon* and/or *Copa Airlines* with your team.

- What makes President Kennedy's message so compelling?
- How is Copa Airline's strategy reinforced throughout the company?

**SUGGESTED COLLABORATION METHOD:
MIX-PAIR-SHARE OR TRICIDER**

Strategic-Narrative Builder

INSTRUCTIONS

As a team, use the space below to brainstorm words and phrases you can use to communicate your team strategy.



SUGGESTED COLLABORATION METHOD:
ANONYMOUS-GROUP METHOD OR STORMBOARD

Reinforce Our Strategic Narrative

PURPOSE

Keep your strategic narrative front and center.

TIME

10–30 minutes

INSTRUCTIONS

As a team, work together to find ways to make your strategic narrative more memorable. Your goal is to make your strategic narrative simple, visible, and consistent.

1. What's your team hashtag?

#

2. What are some catchy phrases you could use?

3. How else can you keep your strategic narrative front and center?

SUGGESTED COLLABORATION METHOD:
ANONYMOUS-GROUP METHOD OR STORMBOARD

Focus Our Strategic Narrative to Our Audience

PURPOSE

Customize your strategic narrative to your audience.

TIME

30 minutes

INSTRUCTIONS

As a team, identify the key stakeholders in your organization who would benefit from knowing your team strategy and hearing your strategic narrative. Who are they, and how do you need to customize your narrative to make it most relevant to them?

KEY STAKEHOLDERS	WHAT KEY MESSAGES DO THEY NEED TO HEAR TO UNDERSTAND OUR TEAM'S RELEVANCE TO THEM?

SUGGESTED COLLABORATION METHOD: MIX-PAIR-SHARE OR GOOGLE DOCS