



Crafting a compelling narrative – A Template

Whether you are a researcher, an implementer or a decision-maker, narratives and stories are a useful approach to communicate complex information to your audiences. Stories can be communicated in oral, written, or visual formats.

The purpose of this template is to help you in crafting an impactful story, in whichever format you may choose to develop it into. The template will help you think through the aim of your story, the contributors, and how to craft the story arc.

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<p>REACHING YOUR AUDIENCE</p>	<ul style="list-style-type: none"> • <i>Who do you want to communicate with? Eg. Policymakers</i> • <i>Call to Action: What change do you want them to make after hearing/seeing this story? Eg. Finalize the adoption of your project as part of a national program.</i> • <i>What would motivate this audience to make the change (ie. How do you engage them emotionally? Eg. National pride: This would set their country apart as leaders and the first to do this)</i>
<p>DEFINING YOUR MAIN MESSAGE</p>	<p><i>Write the main message you want your audience to walk away with, after hearing the story, in 1 sentence?</i></p>
	<p><i>E.g. This is a innovative public health project with proven impact on women's health and it is being adopted as a nationwide program by the Ministry of Health.</i></p>
<p>CRAFTING YOUR STORY</p>	
<p>CONTRIBUTORS</p>	<p><i>Who do you have easy access to from your work, who could be contributors (characters) in the story?</i></p>
	<p><i>E.g. The local community leader who has been impacted by the project and is capable of sharing his experience confidently and eloquently.</i></p>



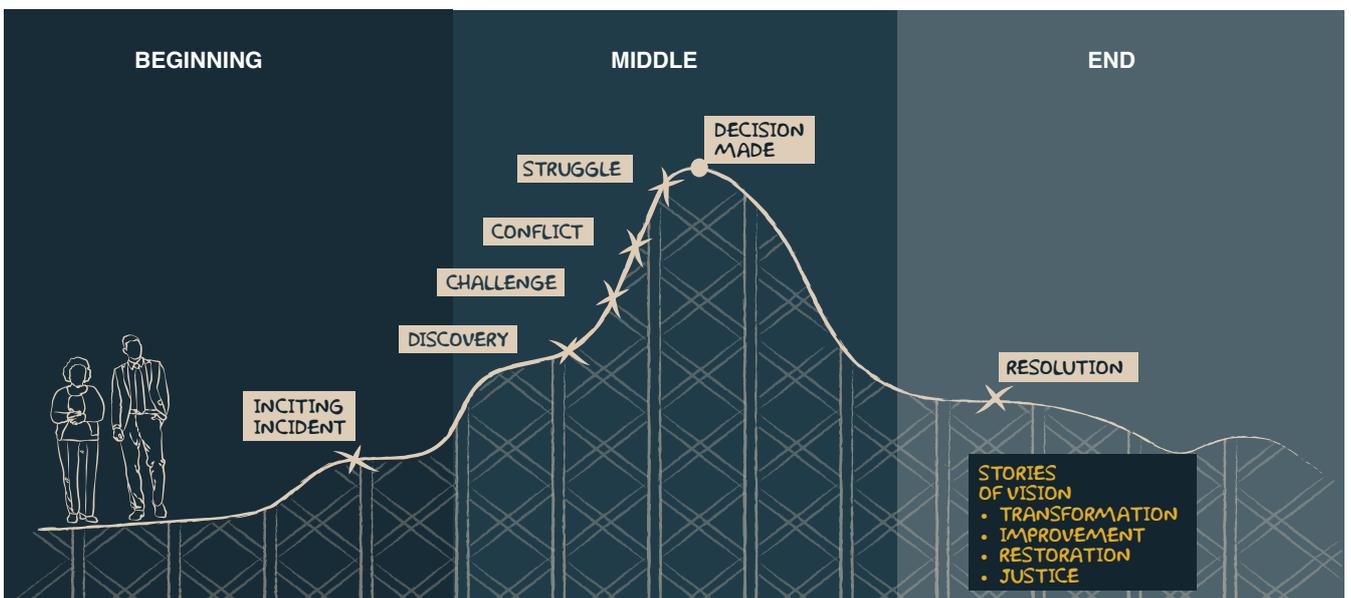
CONTRIBUTORS STORIES	<p><i>What stories do you have access to that will convey your main message?</i></p>
	<p><i>In terms of each individual story, think about:</i></p> <ul style="list-style-type: none"> • <i>The problem or challenge that the person faced</i> • <i>The solution that was found to overcome this challenge</i> • <i>How things have changed have changed for the person, as a result of the solution.</i>

STORY 1:		
Problem:	Solution:	Outcome:
STORY 2:		
Problem:	Solution:	Outcome:
STORY 3:		
Problem:	Solution:	Outcome:

CONTEXT & LIVED EXPERIENCE	<p><i>How can you accurately portray the context in which the contributors / characters live and how can you represent their lived experience in the context? Think of aspects you could showcase.</i></p>



EMOTION	<p><i>What emotions do you want to evoke in the audience?</i></p> <p><i>How can you convey the positive change that may have occurred in the lives of your contributors eg. hope, courage, resilience, transformation?</i></p>
POV	<p><i>From whose point of view will you tell your story?</i></p> <p><i>E.g. You can tell the story from the point of view of the beneficiary, an implementer, a policy maker etc.</i></p>
STRATEGY	<p><i>What bigger global or national objective does your message and the stories tie into?</i></p> <p><i>E.g. This story illustrates how Universal Health Coverage can be achieved in low-resource settings.</i></p>
STORY ARC	<p><i>With the contributors selected and their stories, think about how you can put it all together in one cohesive narrative, to illustrate your main message.</i></p> <p><i>Below is the traditional three-arc structure that you can use to map out your own story.</i></p>





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BEGINNING	
MIDDLE	
END	

CHOOSING YOUR MEDIUM	<i>The final choice remaining is deciding the medium to use to tell your story – film, written piece, photo story, podcast</i>