

— • FROM THE BLOG • —

STORY $\neq$ SCRIPT

A narrative can create direction without becoming a script.



A SCRIPT says:



Here is
the future.



Here is what
it means.



Here is
your role.



Follow
the plan.



A STORY invites:



Here is what
matters.



Here is what
is changing.



Here is what
we are learning.



What might
become possible?



What part can
you help create?

Direction matters. So does authorship.



ELK WILLOW CONSULTING

Innovative Ideas for an Inspired Future

Stronger stories.

Stronger organizations.

Better futures—together.

FROM NARRATIVE TO POSSIBILITY

Change becomes imaginable before it becomes possible.



1

NOTICE

What stories are already being told?

- Listen widely.
- See patterns.
- Surface the fragments.



2

QUESTION

Which assumptions are shaping them?

- Interrogate the taken-for-granted.
- Invite different perspectives.



3

IMAGINE

What else could be possible?

- Open the field.
- Consider multiple futures.



4

CREATE

What can we make, model, or test?

- Prototype.
- Experiment.
- Combine ideas.



5

LEARN

What new story is emerging?

- Observe.
- Reflect.
- Adapt and evolve.



Every cycle of story and learning creates new possibilities.



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Stories shape meaning.
Imagination shapes futures.
Together, they shape change.

