

Build the Narrative With Three Horizons.

A 25-30 minute practice for moving from inherited stories to shared possibility.

Do not begin by writing the communication. Begin by examining the story.

1 THE STORY WE INHERITED

- What stories do we already tell about this issue?
- What happened before?
- What assumptions have become normalized?
- What are people afraid of losing?
- Which stories are rarely heard?

2 THE STORY EMERGING NOW

- What are we noticing that no longer fits the old story?
- What surprises or contradictions are appearing?
- What are people, evidence, or context telling us?
- What may be becoming possible - or necessary?

3 THE STORY WE MIGHT HELP CREATE

- What futures would be worth working toward?
- What would people experience differently?
- What would we need to learn?
- What could we make, model, or test now?
- Who needs to help write this story?

MAKE THE POSSIBILITY VISIBLE

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|--------------------------|--|
| 1 a future headline | 4 a scenario |
| 2 a sketch or storyboard | 5 a model |
| 3 a prototype | 6 a conversation with your future organization |

What would have to become true for this story to be possible?