

Stop Telling People the Future. Give Them a Story They Can Help Write.

A narrative can create direction without becoming a script.

**What part of the future are we asking people merely to accept -
and what part are we genuinely inviting them to help write?**

1 WHAT STORY ARE WE ALREADY TELLING?

What do people currently believe about who we are, what is possible here, and why previous change has succeeded or failed?

2 WHICH ASSUMPTIONS HAVE BECOME FACTS?

What phrases or explanations do we repeat so often that we no longer examine whether they are still true?

3 WHOSE STORY IS MISSING?

Whose experience, memory, evidence, or interpretation is least visible in the dominant organizational narrative?

4 DIRECTION OR SCRIPT?

Does our change narrative give people a meaningful orientation - or has leadership already written the future, the meaning, and everyone's role?

5 WHERE IS THERE ROOM FOR AUTHORSHIP?

What can employees, students, clients, partners, or teams genuinely shape, test, interpret, and create?

6 WHAT ELSE COULD BE POSSIBLE?

If the current story were not inevitable, what alternatives, futures, or possibilities might become imaginable?

BEFORE YOU LEAVE

One story we need to protect

One story or assumption we need to question

One place where people need more authorship

Direction matters. So does authorship.