Our Narrative
The inspiring opportunity we can unlock together.

Inclusive, opportunity-focused, an open-ended invitation.

Our Story Arcs
Themes or facets of our narrative relevant to our different audiences.

Stories
Have a beginning, middle and end demonstrating our narrative. Hero’s Journey or Aspiration-Transformation patterns make stories memorable.

Anecdotes
Short example of an event or circumstance that illustrates a message point or mission outcome.

Channels
Media that connects us to people; through which our stories flow.

Where our narrative builds.