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**NARRATIVE FRAMING**

**IF YOU DON'T FRAME  
THE STORY, SOMEONE  
ELSE WILL.**



# THE SHIFT

**Facts inform.**

**Stories mobilize.**

**People don't follow data.**

**They follow meaning.**



# THE CONTRAST

**Information says what.**

**Leadership explains why.**



# BUILD IT

- **Translate strategy into human impact**
- **Reframe setbacks as chapters**
- **Use clear metaphors**
- **Repeat the message until it sticks**



**WHAT STORY IS YOUR  
TEAM TELLING  
THEMSELVES RIGHT  
NOW?**

STONE SOUP COACHING

