

Narrative Pyramid Worksheet

THE NARRATIVE PYRAMID IS A TOOL to help us understand how messages, stories, narratives, and deep narratives work together to produce and reinforce values, attitudes, emotions, and actions around a particular issue or problem. It helps us to see how the opposition stacks its message, stories, narratives, and deep narratives, and how we need to construct our own narrative pyramids to advance pro-immigrant narratives.

Aligning your messages, stories, and narratives with the selected deep narratives is important for moving people toward the world we want to make. For example, we want to avoid launching short-term messaging campaigns that may reinforce harmful narratives. **A robust narrative strategy links, aligns, and reinforces all four parts of the Narrative Strategy Pyramid from deep narratives down through messages.**

The following worksheet is designed to help you – along with your team and collaborators – to analyze the narrative terrain and identify gaps and opportunities for narrative strategy and alignment in your work.

STEP 1: FILL OUT THE NARRATIVE PYRAMID WORKSHEET

Complete the narrative pyramid worksheet. We recommend that you work through both sides of the pyramid tool to map your desired narrative against the opposition narrative. Also, you may want to reference our Narrative System to see if any of the deep narratives developed by movement leaders in the Butterfly Lab could be useful to you. We've provided a sample worksheet based on the "Love is Love" narrative from the Marriage Equality movement, in case that is helpful.

STEP 2: CHECK YOUR NARRATIVE ALIGNMENT

After you've filled out the Narrative Pyramid, use the guiding questions below to return to your side of the Pyramid and recheck each level in terms of alignment.

- ❑ Do your deep narratives, narratives, stories, and messages all align with the vision of the world you are trying to build? If not, how can you make your side of the Pyramid describe more of the future that you want?
- ❑ Might any part of your stories, messages, or narratives inadvertently reinforce harmful dominant narratives about immigrants, migrants, or refugees? If so, what adjustments can you make to eliminate or subvert those harmful narratives?



SAMPLE NARRATIVE PYRAMID

Marriage Equality Narrative

OPPOSITION	OURS
<p>DEEP NARRATIVES</p> <p>The underlying frameworks and values that form a worldview.</p> <p><i>Tradition</i> <i>Stability</i> <i>Scarcity</i></p>	<p>DEEP NARRATIVES</p> <p>The underlying frameworks and values that form a worldview.</p> <p><i>Equality</i> <i>Inclusion</i> <i>Love</i></p>
<p>NARRATIVES</p> <p>An array of related stories and messages that together evoke emotion, offer analysis, and suggest action.</p> <p><i>Marriage is a lifetime individual commitment between a man and a woman.</i></p>	<p>NARRATIVES</p> <p>An array of related stories and messages that together evoke emotion, offer analysis, and suggest action.</p> <p><i>Love is love</i> <i>Marriage equality</i></p>
<p>STORIES</p> <p>Stories have characters and a story arc. They create meaning and are the basic unit of change.</p> <p><i>Stories of love and commitment between a man and a woman</i></p>	<p>STORIES</p> <p>Stories have characters and a story arc. They create meaning and are the basic unit of change.</p> <p><i>Stories of love and commitment between same-sex couples</i> <i>Stories of people supporting their LGBTQ friends'</i></p>
<p>MESSAGES</p> <p>Hashtags, slogans, ideas, taglines that remind us of what we think and how we might choose to act.</p> <p><i>Marriage is between man and wife</i> <i>Rights aren't just handed out</i></p>	<p>MESSAGES</p> <p>Hashtags, slogans, ideas, taglines that remind us of what we think and how we might choose to act.</p> <p><i>Love is love</i></p>

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