This worksheet will help you begin to apply the *science of narrative* to the stories you share and build your story around the mindset you need to shift.

1. Whose mindset are you trying to shift by telling this story?

2. What do you want them to do after experiencing this story?

3. What do they care about most?

4. What perceptions or barriers might keep them from supporting your work or believing this story?

5. Which worldview adjectives describe them? (e.g., individualistic or collective, hierarchical or egalitarian)

6. What is their expertise in this topic?

7. Who is your story about?

8. **How will you apply the elements of narrative transportation** (entering the emotional world of the character, including vivid details that evoke images and senses, and characters we identify with)?

9. Which **emotions** will you activate (e.g., anger, pride, joy)?

10. How will you demonstrate the **call to action** as part of the story?