

NARRATIVE STRENGTH ASSESSMENT WORKSHEET

PRESENTATION	Score	CLARITY	Score	RESONANCE	Score
Is the narrative clearly presented on the website or other public facing place?		Is it easy to understand?		Does it evoke an emotional response (emotional resonance)?	
Is it easy to find and follow?		Does it cover key points or are there significant gaps?		Does it "make sense" to people (intellectual resonance)?	
Is it interesting?		Does it flow naturally from the big picture to the detailst?		Can it be applied to many situations and people?	
It is connected to other assets that further develop the themes?		Does it flow from one topic to the next?		Does it offer supporting information and proof points that lend credibility?	
subtotal		subtotal		subtotal	
SHAREABILITY	Score	ORGANIZATION	Score	SCORE	
Is it memorable?		Is it documented and accessible?		PRESENTATION	
Can the audience explain it to someone else?		Do people refer to it?		CLARITY	
Are you encouraging people to share it?		Is there process for maintaining it?		RESONANCE	
Do you use digital tools to make sharing convenient?		Is there ownership?		SHARABILITY	
subtotal		subtotal		ORGANIZATION	
Score: 0 = no; 1=sort of; 2 = yes				TOTAL	

NARRATIVE BUILDERS

Want complimentary analysis and advice?

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