

Building Narratives

Worksheets



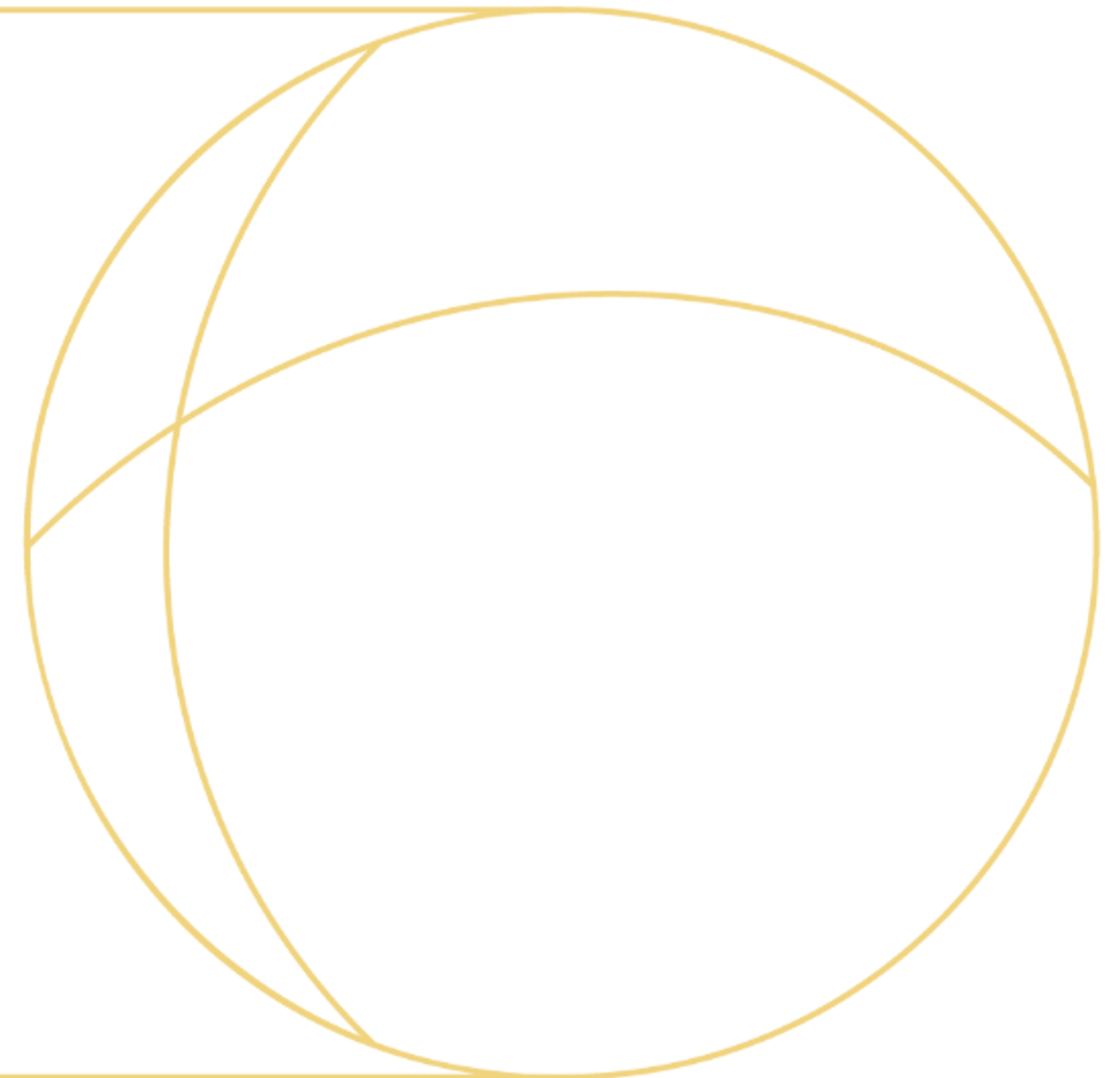
This document accompanies the training manual “Building Narratives: A Guide for Strategic Communications in Global Governance,” translating its practical steps into a hands-on working tool. Where the guide sets out the thinking, the frameworks, and the reasoning behind each stage of narrative-building, these worksheets give you the space to apply that thinking directly to your own policy file.

Each worksheet corresponds to a step or task outlined in the guide. As you move through the manual, you can pause at the relevant section and use the matching worksheet to draft your own narrative elements.

Time to start building!

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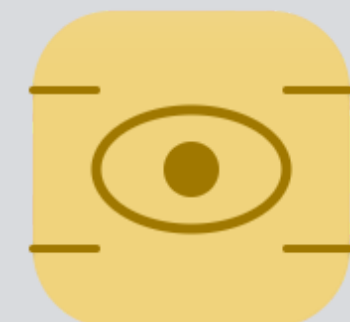


Roadmap



Shaping cooperation
for a world in transition

Step 1: Reading the Room



Name the policy problem, map the narrative environment, and identify the narrative challenge

Step 5: Stress-Testing the Narrative



Anticipate reception and assessment risks, develop mitigation strategies, and test, monitor and evaluate

Step 2: Knowing Who Matters



Identify your key audiences, conduct research on your audiences, and classify audience stance and map engagement strategy

Step 4: Tailoring Your Narrative's Messages



Build your narrative, define your key messages, and choose your language and tone

Step 3: Building Your Narrative's Case



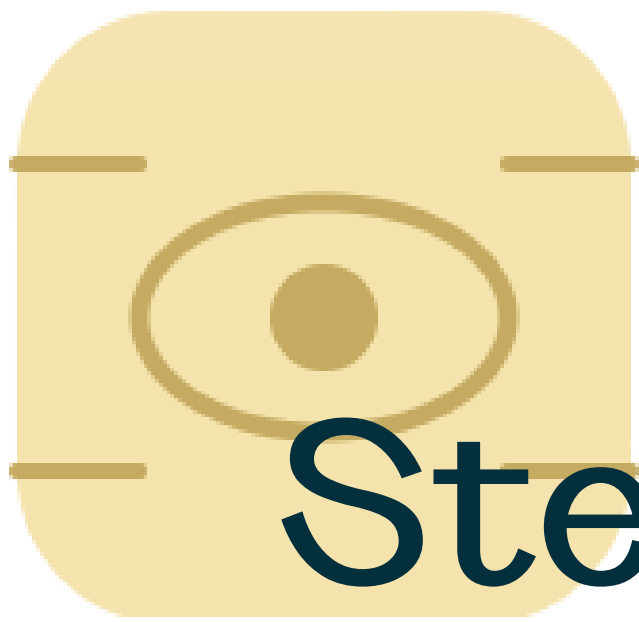
Develop the core argument, map internal positions, assess credibility and identify the messenger



Step 1: Reading the Room

1.1 Name the Policy Problem

Problem statement:

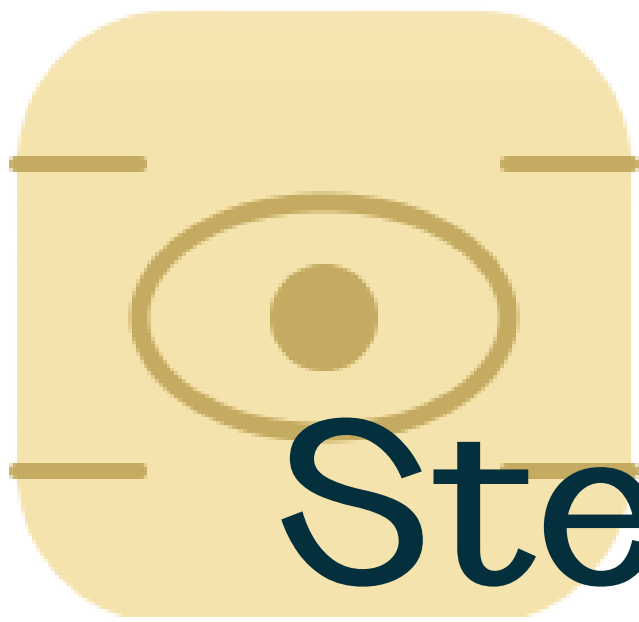


Step 1: Reading the Room

1.2 Map the Narrative Environment

Table 1.1: Narrative Environment Mapping

Narrative	Narrator	Target audience	Why it resonates	Relation to your narrative e.g., directly competing, alternative framing, complementary



Step 1: Reading the Room

1.3 Identify the Narrative Challenge

Table 1.2: Narrative Challenge, Goal and Theory of Change

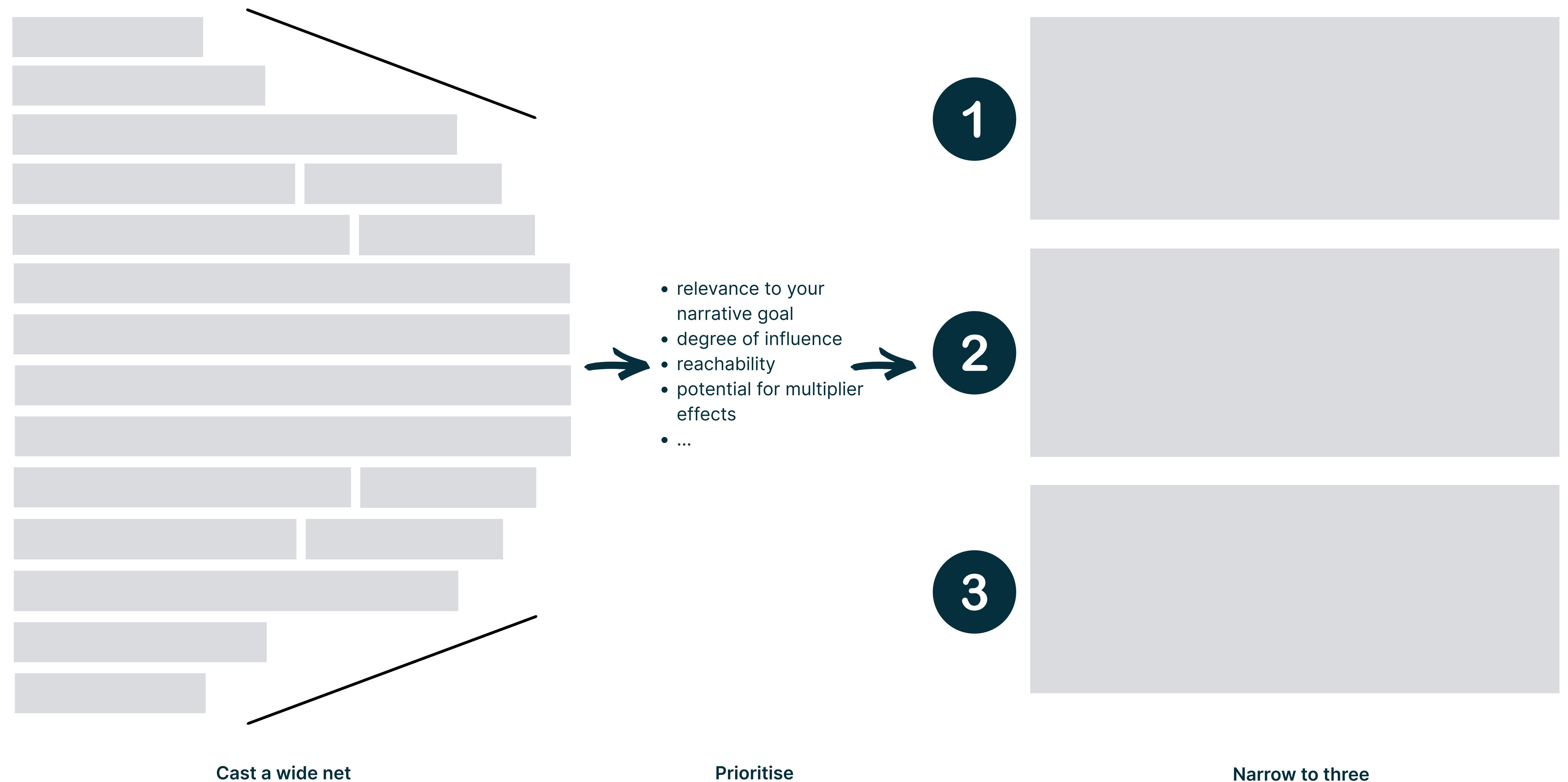
Narrative challenge	
Narrative goal	
Theory of change	



Step 2: Knowing Who Matters

2.1 Identify Your Key Audiences

Figure 2.1: Naming your three key audiences



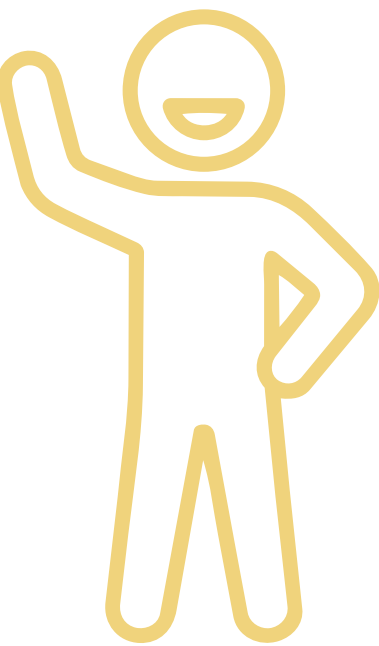


Step 2: Knowing Who Matters

2.2 Conduct Research on Your Audiences and Build Personas

Table 2.2: Characterising your audiences

Key audiences	Who they are Demography, location, cultural background,...	What they care about Core values, priorities, everyday concerns,...	Information behaviour Where they get news, trusted sources, media habits,...	Challenges & needs What problems do they face? What do they need to hear?	Relationship to the topic Prior knowledge, personal stakes, past exposure,...	Entry points What would make them engage? What resonates emotionally?
1						
2						
3						



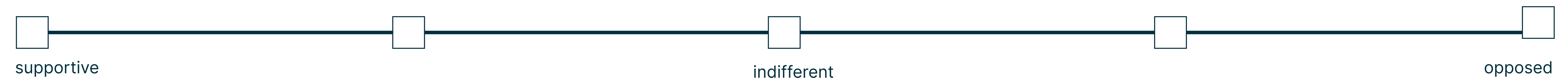


Step 2: Knowing Who Matters

2.3 Classify Audience Stance and Map Engagement Strategy

Figure 2.3: Audience stance towards the actor and global governance

Towards you



Implication for your engagement with the audience(s):

.....

.....

Towards global governance



Implication for your engagement with the audience(s):

.....

.....



Step 2: Knowing Who Matters

Table 2.4: Audience stance towards the narrative challenge

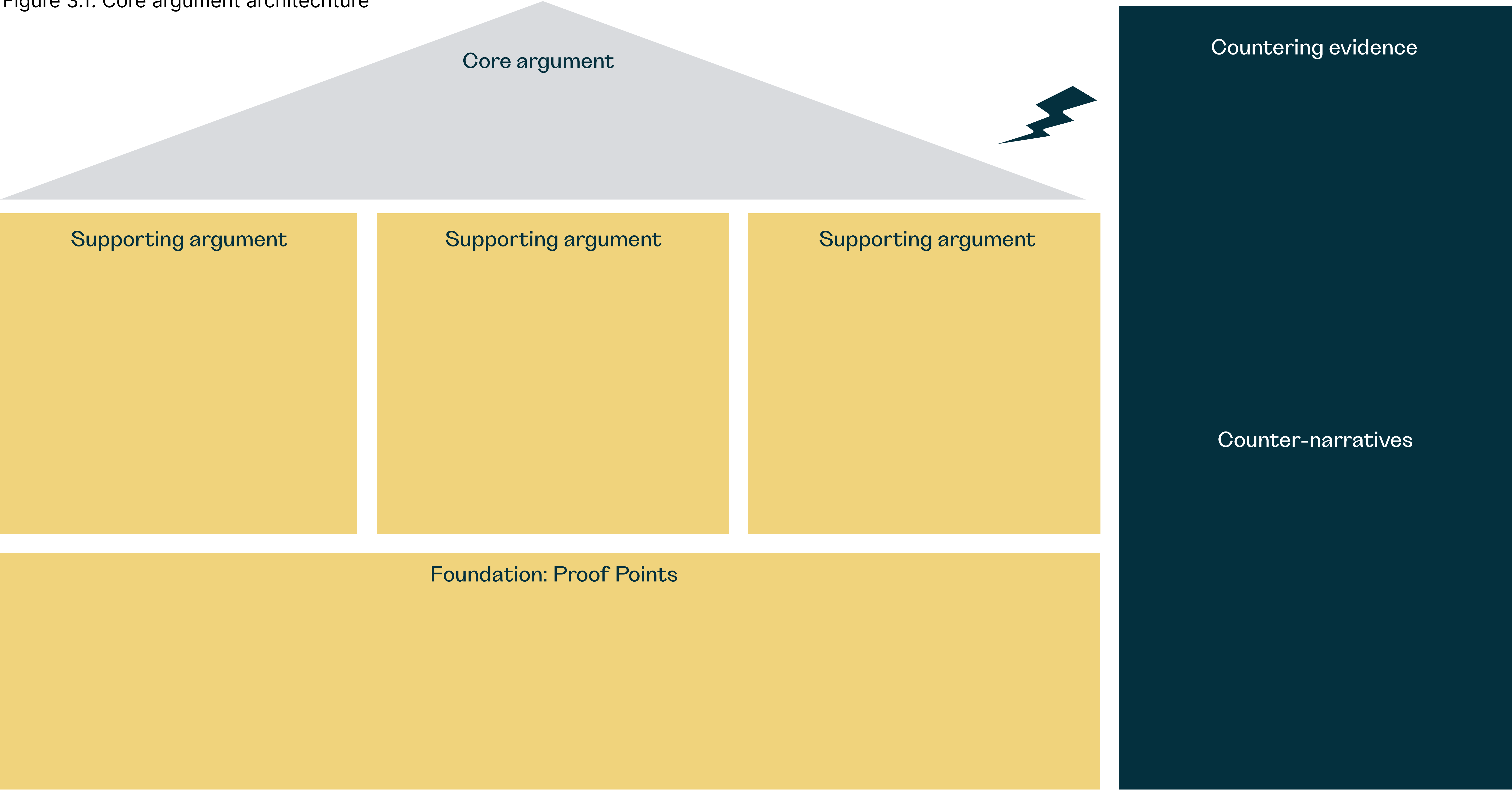
Key audience	Stance towards the narrative challenge	Why?	Implication for your engagement with the audience(s)
1			
2			
3			



Step 3: Building Your Narrative’s Case

3.1 Develop the Core Argument

Figure 3.1: Core argument architecture





Step 3: Building Your Narrative’s Case

3.2 Map Internal Positions

Table 3.2: Internal Position Mapping

Actor within your institution	Position / communication approach to the problem	Consistent with core argument	If divergent, how to handle?



Step 3: Building Your Narrative’s Case

3.3 Assess Credibility and Identify the Messenger

Table 3.3: Credibility Assessment and Messenger

Audience	Why they would find it believable	Why they might not	Key credibility risks	Recommended messenger
1				
2				
3				



Step 4: Tailoring Your Narrative’s Messages

4.1 Define Your Key Messages

Table 4.1: Defining your key messages

Audience	Core argument from Step 4.1	So what?	Again... so what?	Core message
1				
2				
3				



Step 4: Tailoring Your Narrative’s Messages

4.2 Choose Your Tone and Language

Table 4.3: Choose your tone and language

Audience	1	2	3
Core message from above			
Tone			
Language to use			
Language not to use			

4.3 Check Coherence Across Audiences

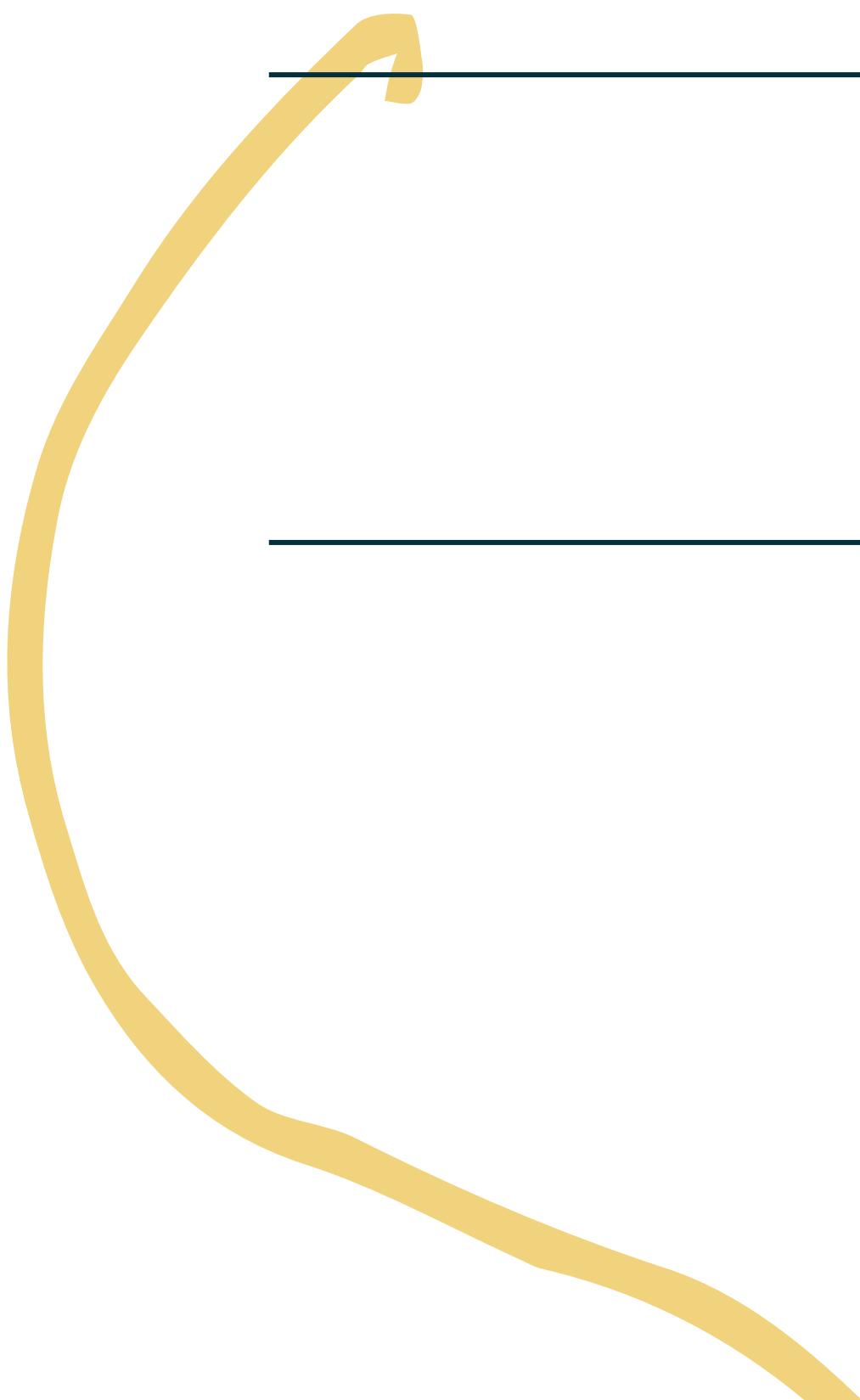


Step 5: Stress-Testing Your Narrative

5.1 Anticipate Reception and Assessment Risks

Table 5.1: Risk assessment

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Risk e.g., perception risks; disinformation; say-do-gaps	1	2		
		Likelihood high; medium; low	Impact high; medium; low	Priority ranking





Step 5: Stress-Testing Your Narrative

5.2 Develop Mitigation Strategies

Table 5.2: Mitigation strategies for highest risks

Risk	Mitigation strategy



Step 5: Stress-Testing Your Narrative

5.3 Test, Monitor, and Evaluate

Table 5.3: Test, monitor, and evaluate

Testing: How and with whom will the narrative be tested before implementation? What were the key lessons?

Indicators of success: What two or three observable changes would signal the narrative is achieving its goal?

Review timeline: When will a first evaluation take place, and who is responsible?



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Congrats, you crafted your final narrative!

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In an era marked by global challenges, international cooperation is more essential than ever. Yet multilateral initiatives too often end in gridlock, as dominant states seek to bend the global order to their own interests. Enter ENSURED, a Horizon Europe-funded research consortium studying how the EU and its member states can better defend multilateralism and make global governance more robust, effective, and democratic.

ENSURED focuses on key policy domains that by their very nature pose complex transnational challenges. Our research assesses the state of play in these different areas and investigates the EU's strengths and weaknesses as an actor working to defend and transform multilateralism. Embracing the ethos of multilateral cooperation, the ENSURED consortium comprises universities, think tanks, and civil society groups from across Europe, Brazil, India, South Africa, China, and the United States. We aim to equip policymakers in the EU with evidence-based insights, actionable recommendations, and practical tools to promote better global governance for a world in transition.

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