WORKSHEET + WORKED EXAMPLE

Explain a Change People Can Shape

A short, honest account of what is changing, why it matters, and how people can shape it.

15-20 minutes | A grounded change story

Use it in three moves

1. Start with a real moment and why it matters.
2. State the proposal, evidence, and uncertainty plainly.
3. End with a real opportunity to influence the next step.

What is happening now?

Use a recognizable moment, not an exaggerated disaster.

Why does that moment matter?

Include the human experience and the work.

What are we proposing?

Name a specific change and its status.

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YOUR WORKING NOTES / CONTINUED

What makes the proposal worth trying?

Keep evidence distinct from hopes.

What concern or limit belongs in the story?

Make room for someone who sees the cost differently.

How can people change the proposal?

A real invitation specifies where their influence can matter.

Write the story in your own voice.

Keep it short enough to say naturally.

A question for me

Have I made myself the hero of a change other people must live with?

See one way through

FICTIONAL WORKED EXAMPLE / NOT THE ANSWER TO YOUR SITUATION

What is happening now?

A new volunteer arrives and waits while three people look for someone who knows where they should start.

Why does that moment matter?

The newcomer feels in the way, while experienced volunteers interrupt their own tasks to reconstruct the plan.

What are we proposing?

A first-shift card and a named buddy, proposed for a two-week trial.

What makes the proposal worth trying?

Five recent newcomers described the same uncertainty. A card may help, but we have not tested it yet.

What concern or limit belongs in the story?

Buddies need time and backup; the arrangement cannot rely on permanent extra work.

How can people change the proposal?

Ask newcomers and experienced volunteers to edit the card and choose a workable buddy arrangement before the trial.

Write the story in your own voice.

Starting here should feel welcoming. Five recent volunteers had trouble finding their first task. We would like to try a first-shift card and a buddy for two weeks. We need your help to make the support workable, and we will review both the newcomer's experience and the buddy's workload.

The thinking behind it

People are participants in the story, not characters you assign to a plot. Let their account change the version you tell.

This original change-story structure draws on familiar narrative and rhetorical distinctions: context, stakes, evidence, and invitation. It does not impose a Hero's Journey on colleagues or treat persuasion as permission to omit inconvenient facts.

Read You Have a Culture Problem by Nic Payne