

The 5 Acts:

A Narrative Template to Inspire Change

Borrowing from the wisdom of Shakespeare, here are 5 acts that comprise a compelling story. Use this template when defining and describing a change that you want your team or organisation to undertake. What you include will determine the length, but we recommend doing one version that is between 3-5 minutes. It can also go for 30-45 mins.

Act 1 – Set the Scene

- What's happening? Who is involved? What's at stake?
- Why its important

Act 2 – Prepare for Action

- Flesh out the challenges
- Refine the approach
- Call out allies and supports

Act 3 – Take Action

- Share the specifics of what needs to be done and by who
- Outline the pros and cons
- Speak the truth

Act 4 – The Consequences

- What we stand to gain or lose?
- What are the results?
- What are my contributions?
Strengths and weaknesses

Act 5 – Resolution

- Describe the lasting effects
- Benefits of change:
 - to them personally
 - to the organisation