Creative Brief

Narrative Strategy Doc
Prepared for PeoplesHub

September 2019
What to expect

Archetypes  4
Attributes  5
Values Proposition  6
Participant Profiles  7
Cornerstones  9
Elements of Story  10
Visual Design  16
Brand Identity
Archetypes

Brand archetypes are used to connect on a deeper level with the customer’s subconscious and define your core behavior. By aligning your brand or company with a primary (and sometimes secondary) archetype, you purposefully engage a core value set aimed to retain long-term participants. Your archetypal behavior must be communicated to your customers. Explore this by using an authentic and inviting tone-of-voice in your communications (Everyperson) and reminding your audience that you have a larger vision for a healthier world (Magician) by way of learning opportunities and resources (Sage).

“In an age which many people crave a deeper sense of connection to their work and want business to demonstrate greater integrity and accountability, the creative and mindful attention to archetypes can facilitate a more authentic, holistic and human way of being in business.”

- Hartwell & Chen, Archetypes in Branding
If your archetypes are at the core of your brand’s behavior, your brand attributes are the surrounding personality. Your brand attributes are the way in which your brand is externally expressed. Examples of how your attributes can be used in your communications:

Accessible - To be defined...

Smart - To be defined...

Open - To be defined...

Courageous - To be defined...
# Values Proposition

A grounding statement that provides a clear and succinct expression of what PeoplesHub is, who it’s for and what sets it apart from others doing similar work.

<table>
<thead>
<tr>
<th>For...</th>
<th>folks in groups working for change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Who want...</td>
<td>to learn, connect &amp; strategize</td>
</tr>
<tr>
<td><strong>PeoplesHub Is...</strong></td>
<td>the only online platform connecting individuals and groups to core trainings, guest workshops and larger panels of topical issues for progressive causes through a popular education methodology</td>
</tr>
<tr>
<td><strong>PeoplesHub specifically...</strong></td>
<td>skills up our movements to do participatory work online and in local, national and global community by providing accessible, live online training, connections, and tools - with a transformative justice lens inside and out.</td>
</tr>
<tr>
<td><strong>Unlike...</strong></td>
<td>Training for Change, Highlander, the Wildfire Project</td>
</tr>
<tr>
<td><strong>PeoplesHub offers...</strong></td>
<td>a qualified team and popular education approach to online trainings, workshops and panels</td>
</tr>
</tbody>
</table>
A core component of your organization are its participants. Treat these profiles as living documents, and update them periodically as you glean new insights. These profiles serve as bedrock for guiding decisions.
Narrative Strategy
## Cornerstones of PeoplesHub as a WHOLE

Cornerstones are the defining aspects of a campaign that set the parameters for developing a narrative. Before going too far it is important to clarify all of these cornerstones. They will provide the foundation on which to build your narrative and should be returned to frequently. An additional set of cornerstones should be developed for situations with different ‘goals’ and ‘target/connectors’.

<table>
<thead>
<tr>
<th>GOAL</th>
<th>What are we trying to achieve?</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>For groups to access the trainings, community, resources and culture they need to thrive:</td>
</tr>
<tr>
<td></td>
<td>- Participate in PeoplesHub Offerings</td>
</tr>
<tr>
<td></td>
<td>- Recommend friends and fellow organizers/activists to PeoplesHub</td>
</tr>
<tr>
<td></td>
<td>- Connect in meaningful ways online</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>AUDIENCE</th>
<th>Who we need to reach and persuade?</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>- The base of grassroots and larger movement orgs</td>
</tr>
<tr>
<td></td>
<td>- Progressive communications: blogs, magazines, conferences</td>
</tr>
<tr>
<td></td>
<td>- Activists &amp; every day folks who want to make a better world where they live and beyond</td>
</tr>
<tr>
<td></td>
<td>- Groups that are struggling internally with vision, structure, conflict or leadership</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>CONNECTORS/TARGET</th>
<th>Who has a ripple or leveraging effect?</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>- Grassroots and local activists &amp; organizers</td>
</tr>
<tr>
<td></td>
<td>- People/Groups who are shifting something... and have a clear desire to take action.</td>
</tr>
<tr>
<td></td>
<td>- Orgs that make sense (as landscape shifters/working with specific)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>CONSTITUENCY</th>
<th>Who is our base?</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>- Past Participants and workshop trainers</td>
</tr>
<tr>
<td></td>
<td>- Advisors</td>
</tr>
<tr>
<td></td>
<td>- Partner Orgs</td>
</tr>
<tr>
<td></td>
<td>- Individual networks</td>
</tr>
<tr>
<td></td>
<td>- Social media</td>
</tr>
<tr>
<td></td>
<td>- Email List</td>
</tr>
<tr>
<td></td>
<td>- Our training team</td>
</tr>
</tbody>
</table>
Elements of Your Story

Use the five elements on the following pages to draw upon when developing stories. Use them as way points in assessing new stories as they are shared with you. And share these five elements with collaborators, designers and team mates to develop a shared understanding of the narrative aspects that PeoplesHub holds.
People are more isolated than ever before

People do not have access to skills, connection and inspiration to move their change work to the next place.

Social/Movement/Change Scale
(main story we’re telling)
We are up against extreme circumstances w/ the rise of the far right. They are very effective in creating online networks for moving issues and winning elections and we need to rise to that. At the same time Climate Change / Indigenous Rights/ Disability → and how are we rising to these ‘needs/moment’?

Group Scale
Groups working for change experience burn out and struggle with internal and external dynamics

Interpersonal Scale (individuals bring this to wksps)
People feeling disconnected and desire belonging. Unfamiliar with organizing, learning and growing together via online.

“peopleshub is a home for people who don’t have a home in movement space”

Elements

Conflict

This is the backbone of narrative, what defines the drama, point of view, and makes the story interesting.

Questions for considering
How is the problem being framed?
Who or what is the conflict between?
Are there good guys and bad guys?
What’s at stake?
Elements

Characters
Subjects, protagonists, and narrators of stories. Vessels to explore, uplift, challenge the other four elements.

Questions for considering
How are they being cast? (Hero, villain, victim)
Who are the messengers that tell the story?
Do they get to speak for themselves or is someone speaking on their behalf?

Amazing Trainers
PeoplesHub Team
Groups we work with
The Four R’s (the medicine)
Trainings & Workshops Eg, Mapping our futures
Groups working for change
Words to capture imagination with metaphor, anecdote, and descriptions that speak to the senses and make the story tangible. Sometimes even sounds, images, smells or actual tastes if you story goes beyond the written form

Questions for considering
What powerful images does the story provide? Are there relevant metaphors, symbols or specific examples that embody the larger story?

Joyous/heartfelt/reflective connection via individual and group connects online.

An online movement building school

News stories of Grassroots struggles and victories

Kitchen table/fire pit

*Needs developing
Foreshadowing

The ways that a story provides hints to its outcome. An allusion to what becomes possible through this work.

Questions for considering
How does each story show us the future?
What is the vision that the story offers of how things will be if the conflict resolves successfully?

Bad-assery, we will be on fire, powerful, thriving

Connection to the skills and people you need to do the amazing work you are doing

How Do We Connect?

Adapt your work for online

A sense of belonging and peer learning online or using technology to connect to trainers

Fresh energy/inspiration/spark

Exploring & connecting with people using technology in ways they’ve never done before.
Elements

Underlying Assumptions

Unstated parts of the story that must be accepted in order to believe the narrative is true.

Questions for considering
What are the unstated assumptions?
What does someone have to believe to accept the story as true?
What values are reflected in the story?

The most powerful work for change begins together

“Your worth matters, your work matters”
(especially folks seldom recognized, marginalized, undervalued within ‘groups working for change’ dynamics)

To make the changes we need in the world, we are all needed

We can use online spaces and different technology to build community and grow.

It’s possible to grow and build community online and in person.

It’s possible to do transformative work in person and online.

We are not done learning (and never will be done) how we can best use technology to learn from and connect with each other.
Visual Design
**Style Tile** *(based on memes)*

**Color Palette (web)*

- **HEX: #3f1222**
- **HEX: #932a4d**
- **HEX: #e23057**
- **HEX: #f7b880**

**GRADIENTS**

- **HEX: #0d3c6b**
- **HEX: #b33057**
- **HEX: #e97817**
- **HEX: #f7b880**

**Typography - Raleway Font Family**

```
Movement Chaplaincy:  FORTIFYING OUR MOVEMENTS

with Joe Tolbert, Jr.

PART 1
Wednesday, February 6
4pm PT / 6pm CT / 7pm ET
```

**Photography Treatment**

- Grayscale - high contrast
- Full Color - Vibrant
Examples

Movement Chaplaincy:
FORTIFYING OUR MOVEMENTS
Explore practices of spiritual care for people involved in social justice movements, with Joe Sabatier, Sr.

PART 1
Wednesday, Feb 8
4pm PT / 5pm CT / 6pm ET

PART 2
Thursday, Feb 7
4pm PT / 5pm CT / 6pm ET

Healing Money Wounds
with Vanessa Jackson
Monday, February 11 at 3pm PT / 4pm CT / 6pm ET

Dream & Scheme
with PeoplesHub core trainers
Wednesday, January 30 at 9am PT / 11am CT / 12pm ET

Turning Dreams into Action
Strategies and Roadmaps to Transform our Communities
with PeoplesHub core trainers

PART 1
Thursday, February 21
4pm PT / 5pm CT / 7pm ET

PART 2
Thursday, March 7
4pm PT / 5pm CT / 7pm ET
Thank You!

We look forward to talking more! Questions on the document can be sent to Dante@story2designs.com
Opportunities