

# Worksheet: Understanding Your Organization's Narratives

What are some of the more prominent narratives in your organization? Ask yourself, "If someone was making a movie or writing a novel about us what would the main storylines be?" For instance, we've heard about narratives that center around concepts like 'quality', lean manufacturing, or cost cutting.

Do any particular stories come to mind that exemplify these narratives?

Can you see a sustainability narrative taking shape in your organization? Try to describe it. Can you recall any choices people have made that are helping this narrative surface?