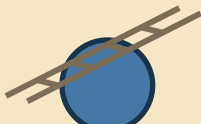


THE STORY REFRAME GAME

FROM UPDATE TO IMPACT STORY

Take a dry update. Find the human.
Create meaning. Translate for an audience.



START HERE

DRY UPDATE

Write the routine organizational update on your card:

1 FACT

What happened?

2 HUMAN IMPACT

Who benefited or was affected?

3 MEANING

Why does this matter in a human way?

4 GRATITUDE OR INVITATION

Who made it possible, or what happens next?

5 AUDIENCE TRANSLATION

What does this story mean to them?

☐ Staff ☐ Residents ☐ Families ☐ Donors ☐ Board

CHECKPOINT: HERO VS. GUIDE

Keep the person at the center, not the organization.

The hero is:

The organization helps by:

FINISH: YOUR STORY

Build a 60-second version for your chosen audience. Preserve truth, dignity, and agency.

The fact is the doorway. The impact is the story.