

# CRAFTING YOUR CHALLENGE NARRATIVE

Effectively share your challenge narrative at varying levels of depth of information for a smooth stakeholder onboarding process.

Each step in the narrative pyramid carries the information in varying depths of detail and is targeted toward particular audiences at particular stages in the Challenge process.

**TIME** 90 minutes + a few days  
**DIFFICULTY** Moderate  
**WHAT YOU NEED** Pen, Sticky Notes, Worksheet copy, slide deck or video, logistics and production  
**PARTICIPANTS** Challenge Hosts and Organisers

Step 1: Title

The title is meant to describe the challenge at a glance. The challenge is addressed by the title in all communication.

With a maximum of 10 words, a good *Challenge Title*:

☐ Includes what your challenge is about

☐ Is descriptive, while creating curiosity

☐ Encapsulates the core essence of your challenge

☐ Includes who is hosting/impacted by/involved in it

Step 2: Challenge Brief

A short description that includes the who, the what, and the why of the challenge. The brief is what people read when the title has sparked their interest to give them a little more information and again, leave room for interpretation.

In a paragraph of 50-80 words, a *Challenge Brief*:

☐ Includes what challenge is faced by your community

☐ Describes why it is important to address your challenge

☐ Includes who is involved in / impacted by the challenge

☐ Is descriptive, while arousing curiosity

Step 3: Challenge Pitch

The **audiovisual** pitch serves as a teaser for your challenge, providing more detailed information than the challenge brief. The pitch is designed to inspire people to contribute to your challenge.

In any audiovisual format, a Challenge Pitch in 2-3 minutes provides:

☐ Introduction to your Organization(s)

☐ Introduction to your community and their connection to the challenge

☐ Visual representation of Challenge Brief information

☐ Explanation of the intended meaningful change

☐ Description of the positive community impact and beneficiaries

☐ Explanation of immediate and long-term impacts

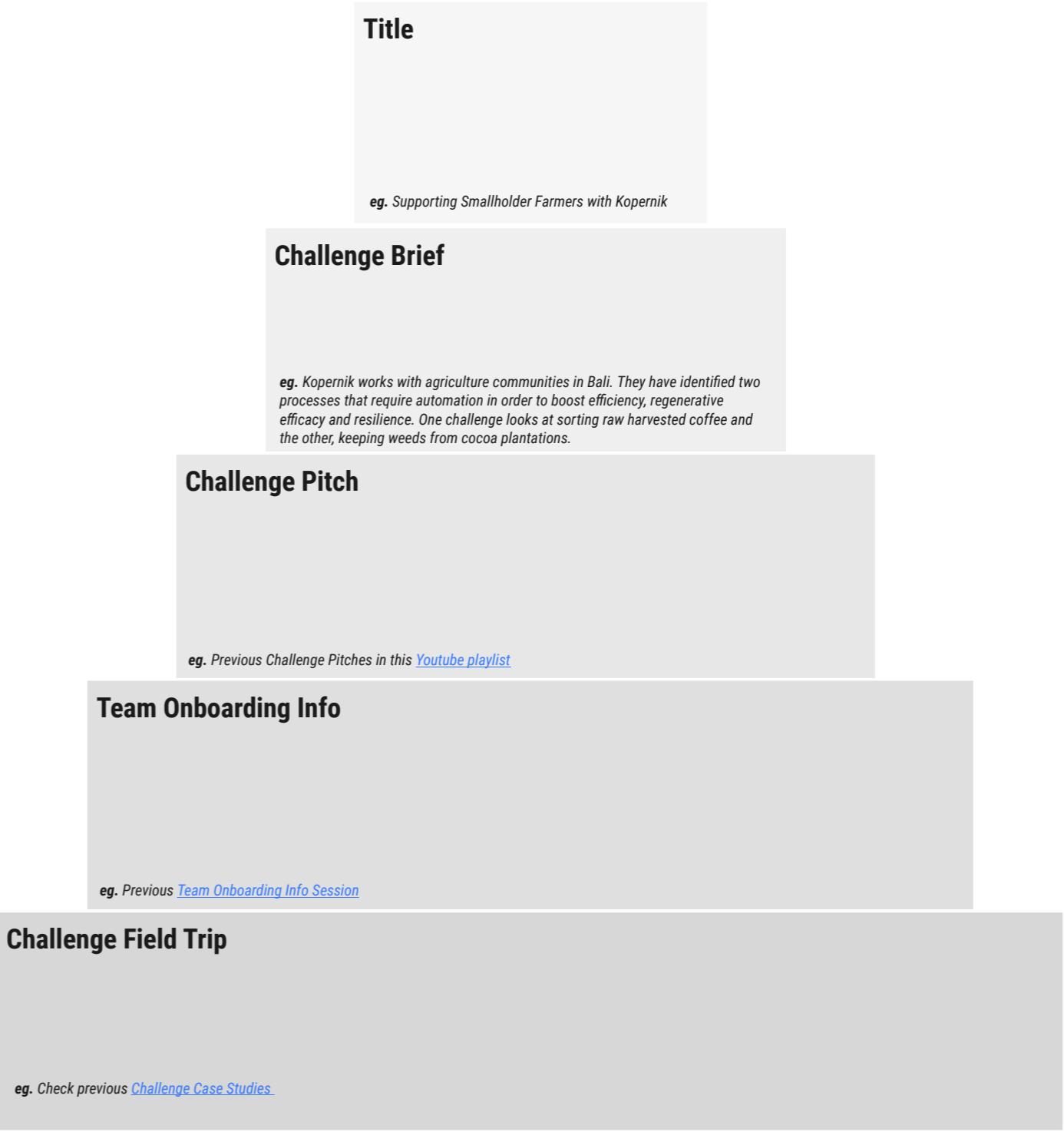
Step 4: Team Onboarding Info

The onboarding info includes all details given to the team after curation/selection. It's the first meeting for you, your partners, and participants before the Challenge event. It should cover:

☐ All practical aspects necessary before the event, shared via email, online session, or in-person.

Step 5: The Field Trip

The Field Trip is the initial stage of a Fab City Challenge, offering participants a contextual experience. This immersive phase marks the beginning of the challenge.



DATE .....

PARTICIPANTS.....

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