

## Problem

Inequity and ongoing injustice in all areas of political, social, personal and public life. Dehumanizing and exclusionary narratives define our collective communications landscape and continue to center those who have historically benefited from the marginalization of other stories and narratives.

## Goals

Create broad narrative change throughout many systems for increased Narrative Justice.

Issues that most adversely impact historically excluded groups are elevated to shift public perception and catalyze audiences to action.

## Focus of Change

Increased awareness, funding and affinity for organizations and advancing systems change.

Shifting the stories and underlying assumptions that structure collective sense-making.

## Strategies

### Strategic Communications

Messaging architecture, narrative development, proactive and reactive communications, audience development, research and application.

### Public Relations

Thought leadership and executive visibility, media placements, infrastructure strengthening to expand marketshare.

### The Lexicon Project & Narrative and Messaging Architecture

Organization-level communications shifts with internal and external audiences.

### Special Events

Execution of special events, bolstered by our narrative approach.

# Theory of Change

## Outcomes

Resources of power —both funding and cultural narratives— contribute to positive systems change for increased equity.

Historically excluded people have the platforms and media environments to support their actioning of self-determined systems change.

Dehumanizing, constraining and oppressive cultural norms are increasingly made publicly visible and contested, making way for the increasing and widespread use of asset-based narratives.

the  
wakeman  
agency

## Our Beliefs:

Language shapes frameworks that perpetuate or challenge systems of oppression

People should define the stories told about them

## Our Behaviors:

Prioritizing asset-based storytelling and narrative creation

Partnering through lived experience and developed expertise

Spanning nonprofit and for-profit industries for systems change

To explore how our Theory of Change can amplify the impact of your organization's work, please reach out for a confidential consultation by emailing [info@thewakemanagency.com](mailto:info@thewakemanagency.com).