

Multiplying Narrative

“Sometimes the ability to explain things, or even just the ability to communicate clearly, can be a curse. Especially when it comes to creating a multiplying leadership culture. We become cocky. We think we can wing it.”

“Multiplying Narrative” is the language and the stories that need to be told *in alignment with* Multiplying Values.

1. Language must be intentional and thought through. It is intentionally using the same “stump speech” for one-on-one meetings, small group meetings, large group presentations and written communication.

Do you have formal, intentional language for your highest values?

2. Have you authentically crafted your personal story to let others know why the multiplying values are important to you?

How personal are the values of your organization?

3. Creating a process for gathering stories from your people can be a powerful narrative in aligning your culture.

Do you have a process for gathering the stories of life change in your church or ministry?

If your NARRATIVE includes these principles you will find others will tell others who will tell others... and before you know it, your culture is multiplying.