

2024 NARRATIVE PREDICTIONS
DISCUSSION GUIDE

WHAT STOOD OUT TO YOU?

WHAT SHOCKED YOU?

WHAT RESONATED WITH YOU?

WHAT ARE THE STORY TRENDS OR NARRATIVES FROM THE PREDICTIONS THAT PROVIDE OPPORTUNITIES TO ADVANCE YOUR STRATEGY?

WHAT ARE THE STORY TRENDS OR NARRATIVES FROM THE PREDICTIONS THAT POSE RISKS TO YOUR STRATEGY?

REFRAME