Core Narrative Adaptation Framework

Tailoring Your Story While Keeping Its Soul Intact

A framework to help **MedComms teams** develop a powerful core narrative and tailor it across channels, audiences, and regions-without losing its essence.

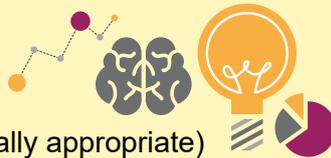### 01 Identify the Master Narrative (Core Story)

- Define the problem/need
- State the core insight
- Outline the solution role

Output 1: A brief core narrative statement or storyline

02 Define Core Components of the Story

- Key facts and evidence
- Tone and voice
- Core themes/pillars
- Imagery/metaphors (scientifically appropriate)

Output 2: Content library of core claims and visuals that can be reused in different assets without sacrificing consistency

03 Map and Tailor the Narrative Across Audiences, Regions, and Formats

- Different audience/stakeholders
- Regional/cultural adaptation
- Format and channel adaptation

04 Implementation Tools-Checklist and Templates

- Master narrative defined
- Core evidence & claims identified
- Tone and themes set
- Audience mapping complete
- Regional input gathered
- Format plan
- Consistency check
- MLR/compliance review
- Training and alignment
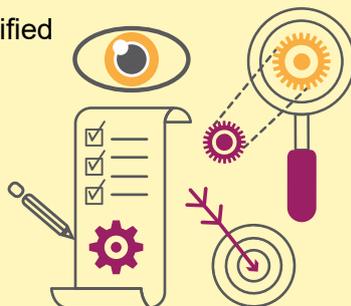
Implement and Maintain Fidelity

- Build tools to guide teams + review all outputs.
- Ensure tailored versions stay true to the narrative.
- Use checklists/templates to guide adaptation process.
- Review each asset to kept the story's core intact

Avoid Common Pitfalls

- Over-simplification (over-reduction)
- Inconsistency
- Cultural misfires
- Message dilution
- Reactive drift

Narrative Integrity Check

- Approved fact & evidence library
- Audience specific templates
- MLR review checklist
- Feedback loop checklist

Tip

The best stories stay rooted. Adapt the delivery, not your key message. Tailoring means intentional, cultural tweaks, not wild re-writes. Keep the essence consistent.