

# MULTIPLE AUDIENCES & SHARED VALUES

Often we want to speak to a couple of audience groups. In such cases, we might develop specific narratives for each audience. But say that's not possible. How do we create a story that can appeal to multiple audiences?

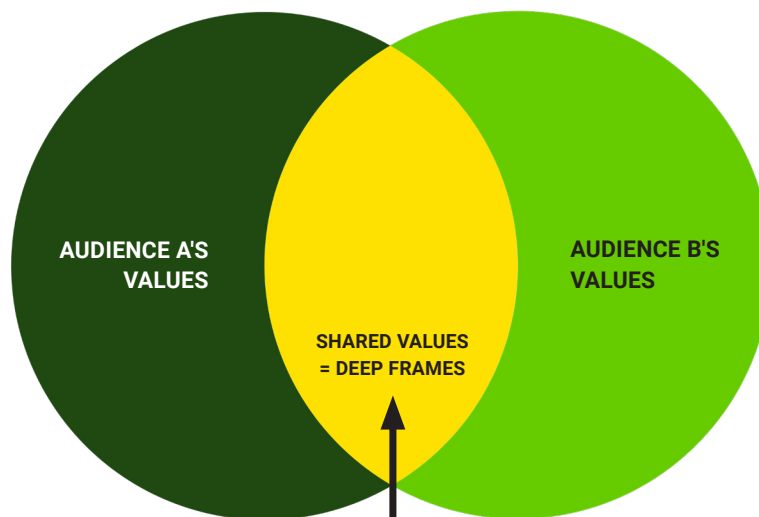
Lakoff makes the following suggestion: Imagine that you're sitting with representatives of both groups.

Now ask yourself:

- How would you speak about the issue you're working on to make it compelling to both groups?
- What are the shared values (or the shared deep frames) between your audiences?

Tell your story by appealing to the shared values.

Below is a visual of this basic but powerful concept from George Lakoff:



How would you speak about the issue you're working on to make it compelling to both groups?