

Narrative Framework for Engaging Learners



This narrative framework helps organizations communicate more clearly and consistently with learners about the value of career education and training. It offers a structured, research-backed way to tell a compelling story—from who learners are and what they want, to the barriers they face, the solution you offer, and the outcomes they care about. Built on science-based communications models and best practices, it's designed to motivate action through language that is clear, credible, and emotionally resonant.

This narrative reflects extensive national research with learners—including message testing, pulse surveys, and in-depth roundtables—to understand what motivates them to explore, enroll in, and complete career education and training programs.

A shared narrative helps the field speak with one voice—reinforcing what works, building trust, and making it easier for more learners to see themselves in these opportunities.

These plug-and-play narrative tools are ready to use across a range of settings—from one-on-one conversations and outreach materials to funding proposals and digital campaigns. Use them as-is, or adapt them to fit your voice and brand.





People

Ambitious People Ready for the Next Step

Millions of hardworking, ambitious people are ready to build careers they can be proud of.



Goal

A Career That Fits—and a Future They Can Count On

People want jobs that match their interests, meet real-world needs, and bring stability to their lives and families.



Problem

The Path is Powerful—If You Know It's There

People understand the value of education and training, but don't always see how it connects to the life they want. Many of them don't know about all the options available—or how much the right program can change their future.



Solution

Career Education That Works—For Life

Career education and training programs can help. These fast, affordable options open doors in tech, healthcare, skilled trades, the arts, and more. They offer hands-on experience, job-ready skills, and respected credentials—at any stage of life. These programs fit learners' lives, build their confidence, and connect them to strong, lasting careers.



Call to Action

Ready for What's Next? This Is Where You Start.

Fast, flexible training helps people take the next step—with clarity and confidence.

What's a One-Minute Message—and Why Use One?

The One-Minute Message is a concise, compelling version of your narrative framework that can be delivered in about 60 seconds. It's designed to grab attention, build relevance, and spark interest—whether you're speaking with a learner, an employer, a partner, or a policymaker.

You don't need to memorize it word for word. Think of it as your go-to story: a powerful starting point you can adapt to different audiences, platforms, and moments. It's especially helpful for team alignment, elevator pitches, presentations, outreach materials, and anytime you need a clear way to explain the value of your work. Again, feel free to update and adapt it to align with your work.

One-Minute Message for Learners:

Millions of hardworking, ambitious people are ready to build careers they can be proud of. They want jobs that match their interests, meet real-world needs, and bring stability to their lives and families.

They understand the value of education and training, but don't always see how it connects to the life they want. Many learners don't know about all the options available—or how much the right program can change their future.

Career education and training programs can help. These fast, affordable options open doors in tech, healthcare, skilled trades, the arts, and more. They offer hands-on experience, job-ready skills, and respected credentials—at any stage of life. These programs fit learners' lives, build their confidence, and connect them to strong, lasting careers.

Fast, flexible training helps people take the next step—with clarity and confidence.

Whether you're a frontline communicator, a program lead, or a policy advocate, this narrative gives you a strong foundation for connecting with learners and showing them that these opportunities are real, relevant, and within reach.