



HATTAWAY
COMMUNICATIONS

Telling Strategic Stories about Career Pathways

MAY 2025

What is a Strategic Story?

A Strategic Story is an example drawn from real people, programs, or workplaces that brings the Narrative Framework to life. It puts a human face on the message, illustrating key themes—like ambition, impact, or transformation—in ways that facts alone can't.

Use the Narrative Framework to craft Strategic Stories.



Learners' Strategic Stories Framework



Ambitious People Ready for the Next Step

Paint a picture of who the learner is and what their interests are—in a relatable, vivid way



A Career That Fits —And a Future That Lasts

Show how they want not just jobs, but meaningful lives and stable futures



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

Capture the uncertainty they feel when opportunities aren't visible or well understood. What hesitations did they have?



Education That Works —For Life

Share the impact: How education and training programs opened doors, fit into their lives, and gave them skills and confidence.



Ready for What's Next? This is Where You Start

Show learners taking the first step—choosing a path that matches their interests and sets them up for success

Sample Story

Jordan's Path to a Hands-On Career

Jordan, 17, always loved working with his hands. Growing up in Milwaukee, he spent weekends fixing bikes and helping his uncle with home repairs. He knew he wanted a career where he could build things, but he wasn't sure how to get started—or if there was even a clear path for someone like him.

At school, the pressure to go to college was everywhere and that was all that many of his classmates were planning on. Jordan started to wonder—would he have real career options without a degree?

He set up a meeting with his school counselor to see what they had to say. His counselor introduced him to a pre-apprenticeship program in construction and skilled trades. At first, he hesitated. He worried about whether the program would actually lead to a job. But after meeting program graduates and seeing how they had built successful careers, he decided to take a chance.

In his program, Jordan helped frame a house and worked directly with the project manager to lay out an electrical plan. Seeing it all come together, he was hooked! By graduation, Jordan had a direct path into a paid apprenticeship, putting him on track for a well-paying, in-demand career.

Now, he's learning from experienced electricians and earning while he trains. Looking back, he's grateful his school counselor connected him with a program that let him get first-hand, real-world experience that gave him a head start on his future goals. For Jordan, this isn't just a job—it's the first step toward owning his own business one day.

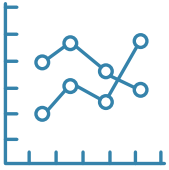
Stories About Learners

STORY ELEMENTS	YOUR STORY
<p>Paint a picture of who the learner is and what their interests are—in a relatable, vivid way</p>	
<p>Show how they want not just jobs, but meaningful lives and stable futures</p>	
<p>Capture the uncertainty they feel when opportunities aren't visible or well understood. What hesitations did they have?</p>	
<p>Share the impact: How education and training programs opened doors, fit into their lives, and gave them skills and confidence.</p>	
<p>Show learners taking the first step—choosing a path that matches their interests and sets them up for success</p>	



Your Story

A large, empty rectangular box with a thin grey border, intended for writing a story.



Best Data Points to Bolster the Story

