

| Organisational objectives | Control type | | | |
|---|--------------|--------|---------|---------|
| | Direct | Detect | Correct | Prevent |
| Change Stories | | | | |
| • To create the right conditions for something new for the organisation. | ✓ | | | |
| • To mobilise an audience towards achieving a change. | ✓ | | ✓ | ✓ |
| • To ensure that any new arrangements are seen as achievable, sustainable and embedded (or can be delivered). | ✓ | | | ✓ |
| • To identify and address resistance to any proposed changes. | | ✓ | ✓ | ✓ |
| Trust Stories | | | | |
| • To prepare the organisation or an audience for some other event (i.e. a change). | ✓ | | | |
| • To build credibility of the ‘actors.’ | ✓ | | | |
| • To create trust and engagement. | ✓ | | ✓ | ✓ |
| • To remove organisational friction (‘drag’) or manage conflict. | | | ✓ | ✓ |
| Values Stories | | | | |
| • To give a ‘principles-based’ approach that guides actions. | ✓ | | ✓ | ✓ |
| • To provide a behavioural compass for people in the organisation. | ✓ | | ✓ | ✓ |
| • To guide decision-making when choices are difficult or there is a conflict of interest. | ✓ | | ✓ | ✓ |
| • To identify and address areas or behaviours that don’t align with organisational values. | | ✓ | | |
| Collaborative Stories | | | | |
| • To promote cross-organisational working. | ✓ | | | |
| • To ensure that ideas, knowledge and resources are used optimally. | ✓ | | ✓ | ✓ |
| • To build the intellectual and social capital of groups engaged in a collaborative effort. | ✓ | | | |
| • To highlight significant issues or developments that require a collaborative action or response. | | ✓ | ✓ | ✓ |
| Knowledge Stories | | | | |
| • To create knowledge (or content) to improve performance/effectiveness or generate new value. | | ✓ | ✓ | ✓ |
| • To share knowledge for organisational impact or learning. | ✓ | ✓ | | |
| • To capture knowledge effectively in an explicit and usable form. | ✓ | | | |
| • To create insights or understanding that can influence or inform decision-making. | ✓ | | ✓ | ✓ |
| Future Stories | | | | |
| • To provide a sense of direction. | ✓ | | ✓ | ✓ |
| • To create a sense of organisational momentum, hope or enthusiasm. | ✓ | | ✓ | ✓ |
| • To align people and activities towards the pursuit of stated aims and objectives. | | ✓ | | |
| • To provide a basis for executive decision-making or introducing change. | ✓ | | | ✓ |
| • To steer the organisation or its people away from an undesirable outcome. | ✓ | | ✓ | ✓ |