

STRATEGIC COMMUNICATIONS AND NARRATIVE CHANGE

Using the power of words and ideas to build relationships, mobilize people, share knowledge, and propel advocacy.

Why Strategic Communications and Narrative Change Matters

Whether you are designing a complex initiative, advocating for change, embarking on a new organizational direction, or creating a suite of educational materials, strategic communication is essential to social impact work. The stories we tell convey values that can unite us or divide us, and we help you integrate core values into your communications and engagement to unite your strategies and move audiences to action.

Our Partners Include



What Our Partners Say

“Through their range of projects and programs, TCC not only provides important resources to the field, they challenge conventional approaches with strategic communications that address some of the root causes of the complex issues they address.”

— Vignetta Charles, PhD
CEO, ETR

Recent Work



Values-Based Communication:
How Leading with Values Can Power Your Organization

About TCC Group

TCC Group, a mission-driven consulting firm and certified B Corporation, partners with foundations, nonprofits, and companies to solve complex social problems and create a more equitable and just society. Our team brings deep experience in diverse sectors and a collaborative approach to every project, enabling us to craft creative solutions to meet our clients' needs.

Learn more about our [Strategic Communications and Narrative Change Service](#).

Our Approach

Values-Based Communication Planning - Develop new or refreshed communication strategies driven by shared values that resonate across audiences and maximize the impact of your programmatic work. Together, we identify the stories, voices, and channels that can drive change internally and externally. You walk away with actionable plans and fresh inspiration to advance your mission.

Narrative Change Strategy and Implementation - Examine the storytelling landscape around your issue and craft a compelling overarching story that can move the needle by changing norms, conversations, and culture through advocacy campaigns, community mobilization, or arts and culture.

Content and Culture Activations - Design innovative solutions to deliver your message in the most powerful, audience-appropriate way. From immersive theater programs to print and digital collateral, we develop activations that make your messages stand out.

Stakeholder Engagement - We identify, convene, and engage stakeholders to elevate key voices, build strategic relationships, and inform strategies. Through listening tours, community advisory boards, participatory design, and public and private events, we ensure projects are community-driven, giving them lasting impact and local champions.

Audience Research and Analysis - We go beyond polling and surveys to understand what matters most to your audience. Our quantitative and qualitative methods reveal core values and beliefs, trusted messengers, avenues for engagement, and barriers to action—all to help you mobilize core audiences and drive meaningful change.

Ethical Storytelling - We take a trauma-informed approach to community engagement to elevate and amplify community voices. Through ideation, listening, training, and production, we help you and your community partners tell dynamic stories that leave a lasting imprint.

Evaluation and Learning - Track and measure impact through a range of unique quantitative, qualitative, and participatory methods. These reveal core values and beliefs, trusted messengers, avenues for engagement, and barriers to action to help develop a strategy to engage and mobilize core audiences.