



# Catalyst Empowerment Summit

## Narrative Worth Powers Your Purpose

Toby Trevarthen, Chief Narrative Officer  
at The Narrative Playbook

June 7, 2022 | 9:10AM pacific | 1810 CET





Worth =  
Knowing  
Your Value



It starts with  
understanding  
your worth

- Your Self worth
- your net worth
- your narrative worth



# Self Worth

Self-worth means knowing your **VALUE and STRENGTHS**. Self worth means realizing the meaning of your words and actions. This is your journey towards actualization.

Your SELF WORTH journey has 3 stages:

1. **BELONGING**: Finding your place in the world.
2. **ESTEEM**: Obtaining the recognition you deserve.
3. **ACTUALIZATION**: Becoming the best version of yourself.

Success is when you realize the value you add in life.



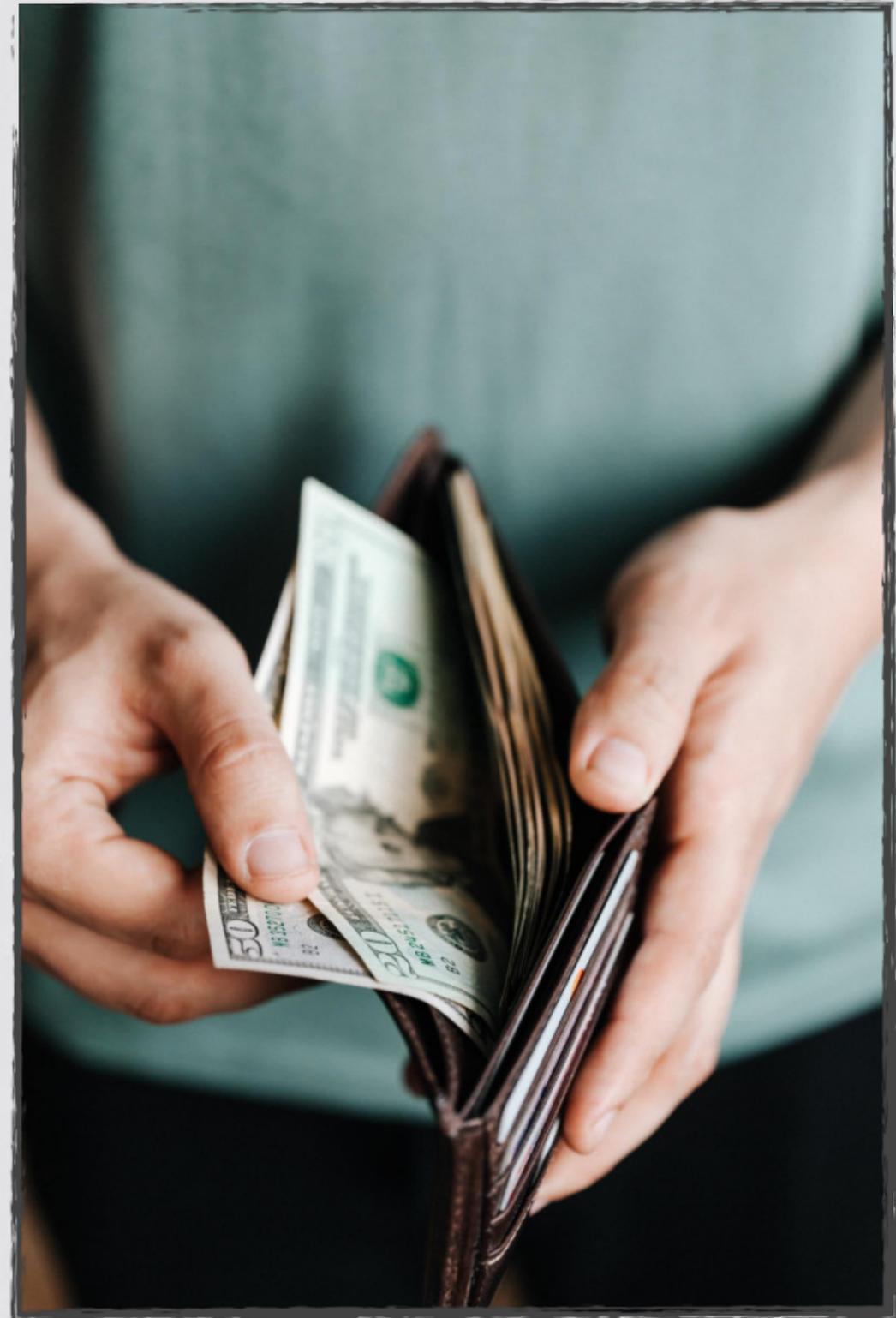
# Net Worth

Net worth represents your financial **assets minus your liabilities**. It's how you show up on a balance sheet. Increasing net worth is your journey towards abundance.

Your NET WORTH journey has 3 stages:

1. **STABILITY**: Providing for yourself and your loved ones.
2. **INDEPENDENCE**: Gaining agency and owning your fate.
3. **ABUNDANCE**: Having financial ability to do what you want.

Success means lacking for nothing & the comfort to choose.



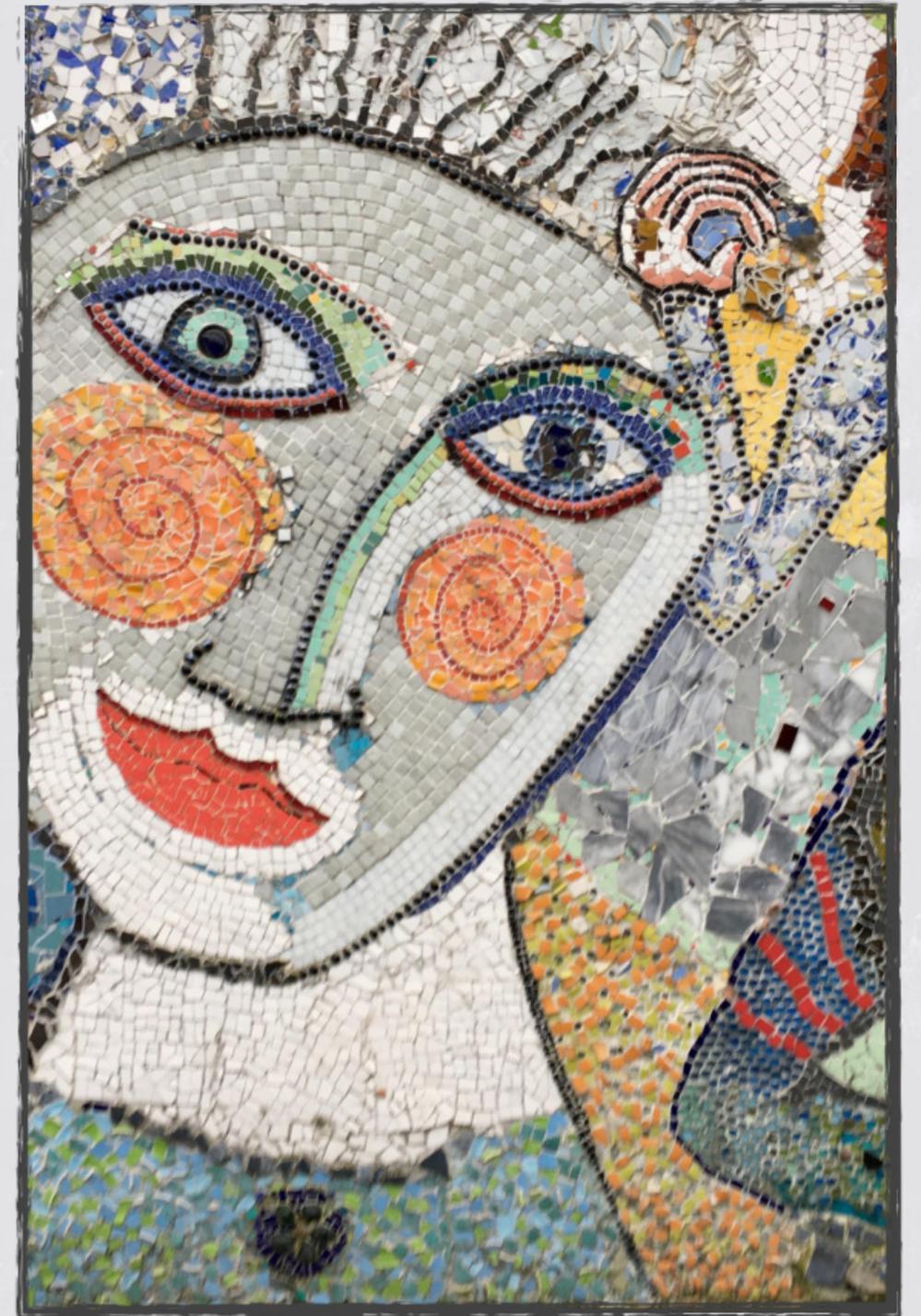
# Narrative Worth

Narrative worth represents your **Expression** . It's how you show up in the world. it is your context, clarity and confidence. this is your journey towards acceptance.

Your Narrative WORTH journey has 3 stages:

1. **Alignment**: designing with purpose in mind.
2. **Fit**: balancing when to stand out verses fitting in.
3. **Harmony**: achieving a powerful sense of flow.

Success means realizing where you were meant to be.

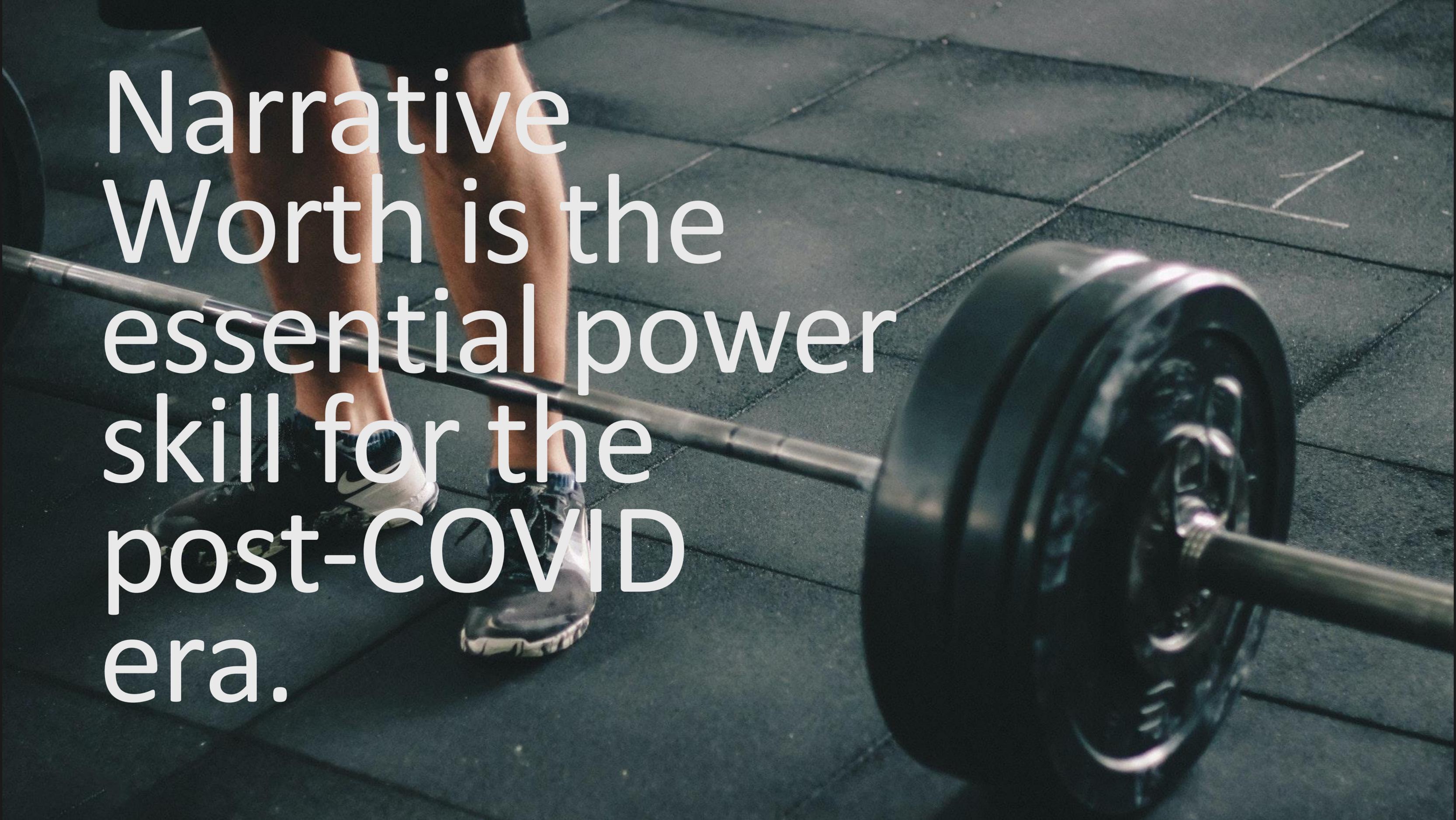


# Narrative Worth



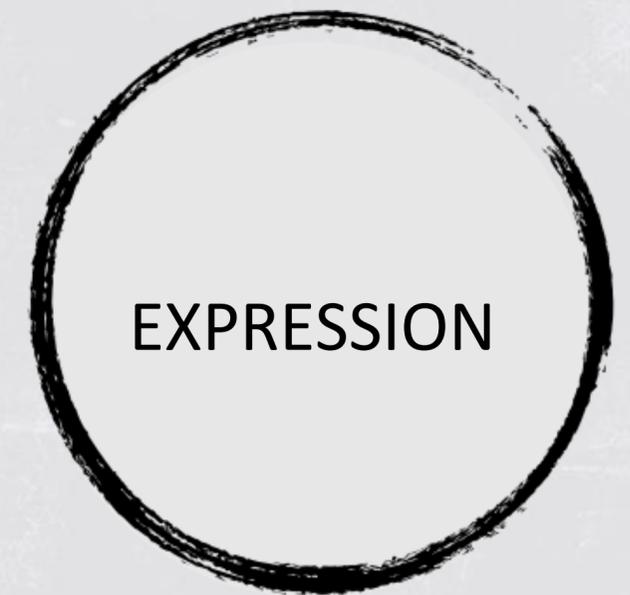
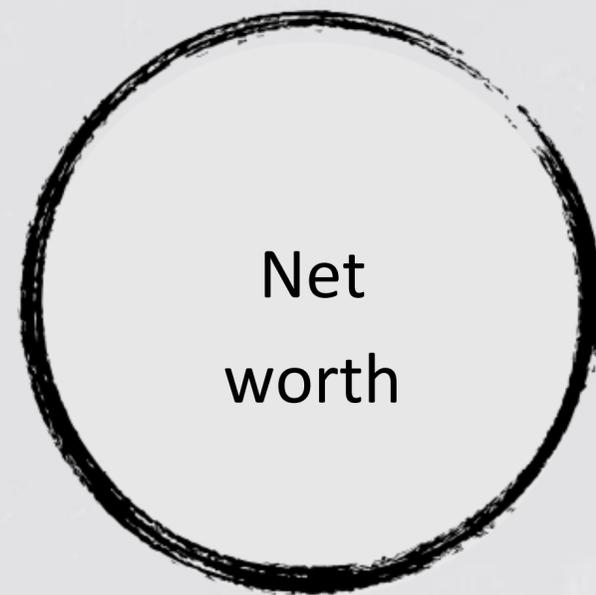
is the **invisible** red thread that binds self and net worth.



A photograph of a person's legs and feet in athletic wear standing on a gym floor next to a barbell with weights. The person is wearing black shorts, white socks, and black and white sneakers. The barbell is positioned horizontally across the frame, with a large black weight plate visible on the right side. The gym floor is dark and has some white markings. The text is overlaid on the left side of the image.

Narrative  
Worth is the  
essential power  
skill for the  
post-COVID  
era.

# To Discover Your Narrative Worth You Must Explore Your Betweenness\*



\*Lovingly loaned by a narrator



# Narrative Equity



# Narrative Equity Flywheel

case studies

*Past examples of greatness*

What are your accomplishments?

How are you leveraging your associations?



use cases

*Future intentions and actions*

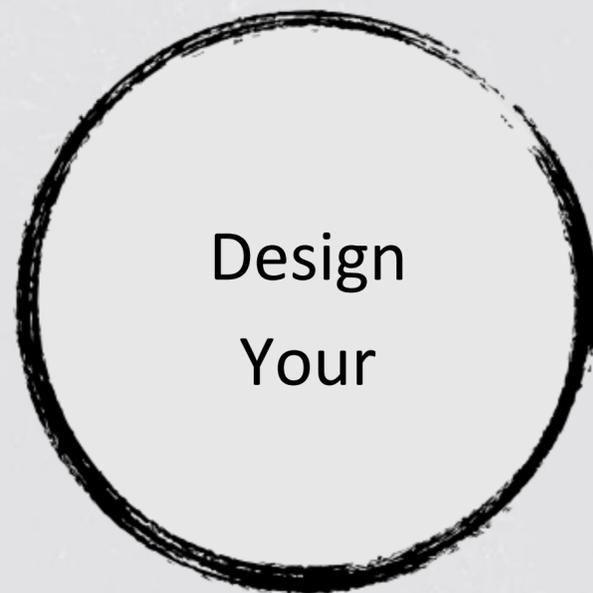
Where are you investing your time and effort?

How are you expressing yourself to the world?



“You can analyze the past, but you need to design the future.”

~ Dr. Edward de Bono



THANK YOU

The Narrative Playbook  
a Narrative Design Lab

# The Narrative Playbook

OFFER: free access to our self-guided, on-demand course

VISIT: [thenarrativeplaybook.mykajabi.com](https://thenarrativeplaybook.mykajabi.com)

COUPON CODE: FRIENDSANDFAMILY



Discover your worth at [thenarrativeplaybook.com](https://thenarrativeplaybook.com)



# Your practitioners



TOBIN TREVARTHEN  
Co-founder

Tobin's narrative is  
focused on **Expression**



Rob McLoughlin  
Co-founder

Rob's narrative is  
focused on **agency**

