

Storytelling

Preparation

<p>The project / subject Briefly describe your project. What is the subject of your story?</p>	<p>Target audience Describe some characteristics.</p>	<p>State relevant beliefs and opinions.</p>	<p>What are some challenges they face?</p>
<p>Goal What actions do you want to trigger with the presentation? What is the goal of your story?</p>			

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Storyline Part 1

<p>Set the scene</p>	<p>The character Who is the main character</p>	<p>Current situation What is the bigger context? What is the character in? Who is involved?</p>	<p>The goal What is his grand ambition? What is the business objective?</p>
<p>Encounter the obstacle</p>	<p>The Challenge What stops the character from reaching his goals? What is the biggest challenge he is facing?</p>	<p>Proof Examples, concrete images, metaphores, social facts and scientific evidence.</p>	<p>Common ground Connect the story to the target audience.</p>

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Storyline Part 2

The success	The solution Offer a solution to overcome the obstacle!	Share the value What is the value to the character?	Involve the audience How will the idea benefit the audience?
Conclusion	AHA moment Something they will always remember, one sentence summary statement.		Call to action What do you want the audience to do?