**Instructional Story Design Plan**

from [*Instructional Story Design*](https://amzn.to/2up6VLY) *(Appendix 2),* by Rance Greene

The Instructional Story Design Plan collects the information you’ve unearthed from using the **worksheets in** **Appendix 1** (also downloadable from the Book Resources page). This is the editable version of the plan. Visit [needastory.com](https://needastory.com/) for upcoming events and workshops to help put the Instructional Story Design into action. If you’d like to schedule a workshop for your team or you just want to share your storytelling successes contact us [here](https://needastory.com/contact)!

**Goal of Training**

Use the **PRIMED for Learning questions** in Appendix 1 to unearth the business outcome, the root problem, and the ideal solution. Record your answers below.

|  |  |
| --- | --- |
| Business outcome (measurable) |  |
| Root problem (changeable) |  |
| Training solution (knowledge, skills, or attitude) |  |

Use the answers you recorded above to write the goal for this training, like this:

***Eliminate the root problem + to achieve the business outcome + by implementing the training solution***

Write your goal for training in the space below.

|  |
| --- |
|  |

**Audience Profile Summary**

Use the **Audience Profile Questionnaire** in Appendix 1 and summarize based on the following categories.

|  |  |
| --- | --- |
| Personal information |  |
| What they already know |  |
| Values and motivation |  |
| Circumstances at work and reactions to circumstances |  |
| Fears |  |
| Benefits |  |
| Technology and logistics |  |

**Action List**

Record the final action list below. See Appendix 1 for the **Action List Template tips**.

|  |
| --- |
| **Main action** |
| Sub action 1 |
| Sub-sub action A |
| Sub-sub action B |
| Sub-sub action C |
| Sub-action 2 |
| Sub-sub action A |
| Sub-sub action B |
| Sub-sub action C |
| Sub-action 3 |
| Sub-sub action A |
| Sub-sub action B |
| Sub-sub action C |
| Sub-action 4 |
| Sub-sub action A |
| Sub-sub action B |
| Sub-sub action C |

**Character Descriptions**

Compile the character attributes from the **Character Description Worksheet** in Appendix 1 and write a summary description of each character.

|  |  |
| --- | --- |
| **Character Name** | **Character Description** |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |

**Write Your Story**

Use the **Show the Action** and the **Build the Story worksheets** to formulate your story. Record the final version below.

**Produce Your Story**

Choose a story form that is most appropriate for your audience.



What development tools and applications are at your disposal to produce the story?

|  |  |
| --- | --- |
| Audio equipment |  |
| Audio editing |  |
| Video equipment |  |
| Video editing |  |
| Animation tools |  |
| Camera |  |
| Graphics creation tools |  |
| E-Learning authoring tools |  |
| Webinar applications |  |
| Live presentation tools |  |

If the final product of your story includes audio and visuals, use the Storyboard Template in Appendix 1 to plan for development. Then use the **Story-Reflection-Solving-Feedback worksheet** as a design document for training.