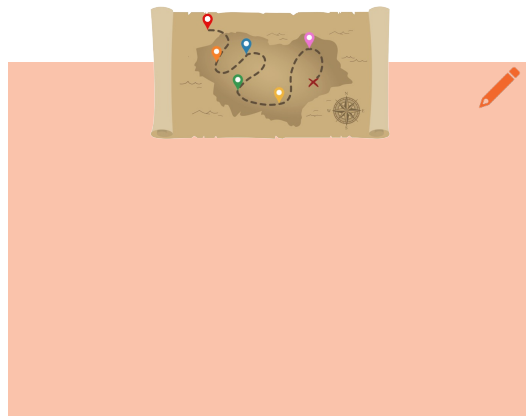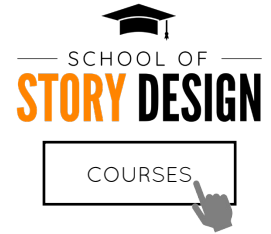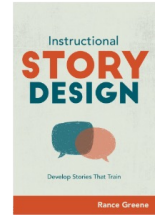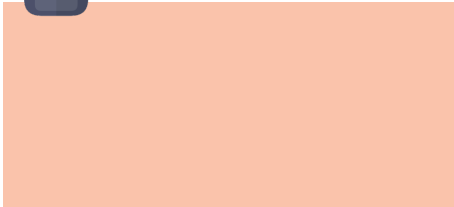We hear a lot about why stories are great for training but receive very little instruction on how to do it, and even less practice. That's why Rance wrote **Instructional Story Design**. Today, you'll take a whirlwind tour through the process with animated Rance and actual Rance.
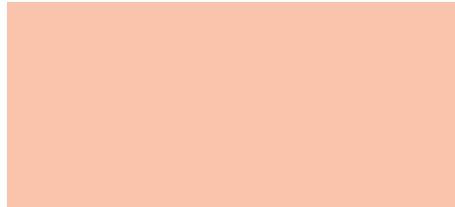
Today's just the first step! Read the book and take your training to the next level with the power of stories!
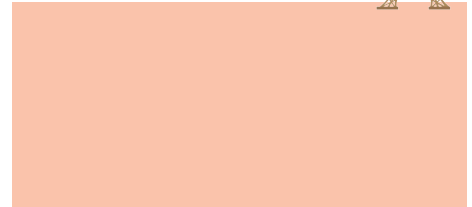
Instructional
STORY
DESIGN
Develop Stories That Train
Rance Greene

SCHOOL OF
**STORY** DESIGN

COURSES

## STORY
**+** **=**

## ACTION

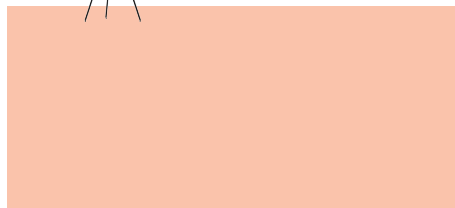### Unearth the Story

### Analyze for Action

### Design Relatable Characters

### Create Action & Conflict

### Build the Story

### Produce the Story

WATCH ALL THE VIDEOS