

DESIGN

STORY

Relatable characters
+
Strong conflict



DESIRE FOR RESOLUTION

Reflecting on my audience's story from the previous page,
I imagine myself in their place.

1

What stories come
to my mind?

PERSONAL

I remember a
similar time in
my own
life/work
experience.

HYPOTHETICAL

I can relate to
their current
reality and paint
a clear picture
of what things
will be like.

CASE STUDY

I think of a real
story from
within or
without the
company that
directly relates
to this situation.

METAPHOR

I think of a story
from culture or
literature that
can help my
audience grasp
this new
concept.

2

How does the story
relate to my
audience?

DESCRIBE THE CHARACTERS

Will my audience relate to them?

DESCRIBE THE CONFLICT

*Is the conflict related to the action I'm
asking my audience to take?*

DESCRIBE THE CONSEQUENCES OF THE CONFLICT

Will the consequences give my audience a desire for resolution?



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WRITE THE STORY

3 What is the plot?

1 WHERE IS THE MAIN CHARACTER(S)?

2 WHAT ARE THEY DOING PRIOR TO THE CONFLICT?

3 WHAT ACTION INITIATES THE CONFLICT?

4 HOW DOES THE MAIN CHARACTER(S) RESPOND TO THE CONFLICT?

4 Write the story in detail. Re-read it. Can you see the story unfolding in your mind? Tell it to someone. Do they relate to the characters? Do they have a desire for resolution? Can they see the story unfolding in their minds?

