

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?

