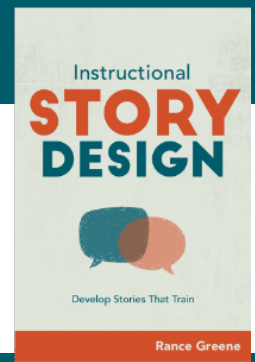# INSTRUCTIONAL STORY DESIGN by Rance Greene

"This book will help you create brilliant instructional stories."
Karl Kapp

Instructional Story Design Curriculum

Here's how you can use each section of **Instructional Story Design**, step-by-step, as part of the core curriculum for your Instructional Design/Technology Program. **Use the case study at the end of each chapter to practice these skills.**

PART 1: DISCOVER Chapters 2-4

Strengthen performance consulting abilities and analytical skills

1. Use PRIMED questions from the book to interview stakeholders and subject matter experts
2. Write a goal for training the client
3. Create an audience profile with the audience profile questionnaire
4. Complete the action list template

PART 2: DESIGN Chapters 5-7

Build story-writing skills and increase connection with learning audiences

1. Create relatable characters following the character description guideposts
2. Match characters with conflicting actions and motivations
3. Start with a story premise and use the Build the Story worksheet to complete the story

PART 3: DELIVER Chapters 8-10

Develop a product that makes a business impact

1. Complete the storyboard template
2. Produce the story with available tools and applications; use examples from the book and online resources at needastory.com
3. Design and develop a story-designed course using the Story-Reflection-Solving-Feedback model

PART 4: OVERCOME BARRIERS Chapters 11-13

Construct a strategy to implement Story Design anywhere with any technology

1. Study how companies like PepsiCo, Southwest Airlines and others are implementing stories for training
2. Create a persuasive strategy for showing the value of Story Designed training
3. Use Story Design for blended learning, microlearning, gamification, scenarios and immersive technologies

Questions? Want to review a copy of Instructional Story Design?

See what's inside Instructional Story Design at
https://needastory.com/the-book

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needastory.com