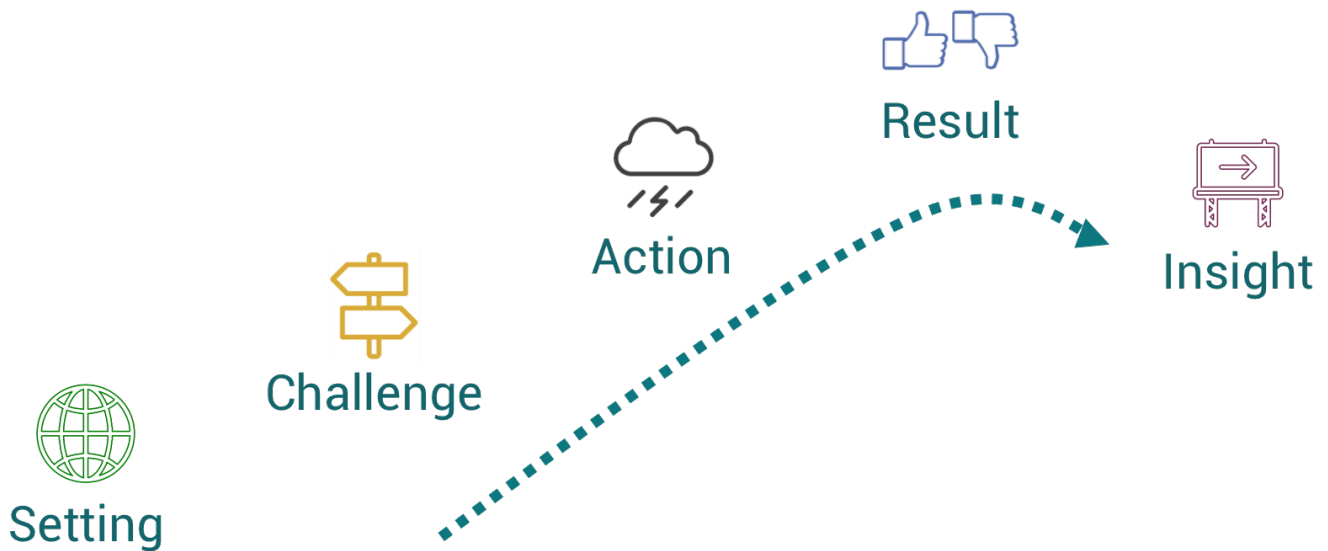


## STORY ARC

### CRAFTING A GOOD BUSINESS STORY

Personal stories can be fun and entertaining, but stories at work make a point. Work stories have a takeaway. They make a point or teach a lesson. Plus, there is a key sentence or phrase at the end that makes it perfectly clear what your story proves/what the message is - it's the message you want your listener to recall when they reflect on the story.

Good stories follow the same structure as good conversations.



NOTES

## STORY ARC

### SETTING



Setting

Setting introduces a relatable hero facing a relevant challenge (villain). It grabs attention and builds the common ground. It answers the questions: Who is the hero? Where and when does the story take place?

NOTES

A large rectangular area with a dotted border, intended for taking notes on the setting.



Challenge

### CHALLENGE

Challenge answers the question: What's the challenge in your story? What does the hero want and why can't they have it? The challenge doesn't have to be negative; it could be an opportunity.

NOTES

A large rectangular area with a dotted border, intended for taking notes on the challenge.

## STORY ARC



### ACTION

Action describe the struggle between the hero and the villain. The Action is the only part of the story that can stand alone and still be interesting. It answers the questions: Who or what is getting in their way? What did they do about it (events, conflicts, setbacks, and victories)?

NOTES



### RESULT

The story concludes with a resolution. It describes what happened to the hero, whether she or he won or lost, and how the hero (or others) changed from the challenge. You've effectively reached a resolution when your audience knows how to feel about what happened.

NOTES

## STORY ARC

### INSIGHT



The insight leaves your audience with a lesson learned and why you told that story.

NOTES

## STORY ARC

### TRANSITION IN



The 'transition in' is a single sentence or phrase, the 'Hook' that explains why you are telling the story. It grabs attention, peaks curiosity and generates interest.

NOTES

### TRANSITION OUT



The 'transition out' brings the audience back to the key business takeaways from the story. You have three options when transitioning out:

#### 1. EXPLAIN THE LESSON

- Reflect on the story and tie to your main message, your objective in telling the story.

#### 2. RECOMMEND ACTION

- Stories are a component of your overall pitch.
- If you've moved your audience make your recommendation now.

#### 3. PAUSE AND LISTEN

- Remember you are having a conversation; give the audience a chance to talk.
- Your audience may tell you the lesson they took away or they may want to tell their own story.