

Setting



When and where does the story take place?
Who is the subject / hero (real, fictional, you)?

Challenge



What does the hero want? What is the problem / opportunity?
What was the inciting incident?

Action



Who or what is getting in their way?

What did they do about it? Events? Conflicts? Setbacks?

Result



What happened to the hero? Did s/he win or lose?

How did the hero change – personally / professionally?

Insight



The key takeaway

Why you told the story? What's the lesson to be learned?

Transition In



Hooks your audience

Grabs their attention, builds anticipation, gets them to 'lean in'

Transition Out



Brings the audience back to business

What do you want your audience to think, feel or believe?



Setting



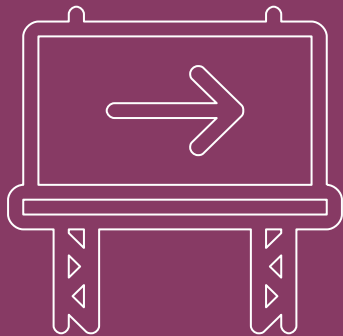
Challenge



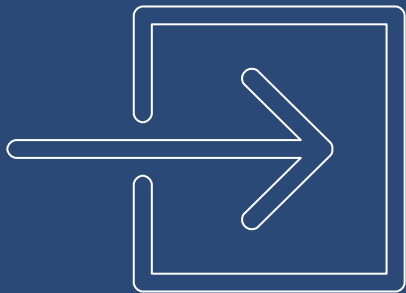
Action



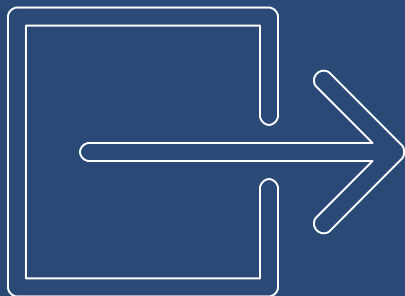
Result



Insight



Transition In



Transition Out