

**Story
Title**

**Story
Objective**

**Plan Your
Story**



**TRANSITION
IN**



Answers the question: "Why should I listen to this story?"
For example: "I think the best example I've seen of that was..."

SETTING



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

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CHALLENGE



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

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ACTION



Who or what is getting in their way (Obstacles / Villain)? What did they do about it? Events? Conflicts? Setbacks?

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RESULT



What happened to the hero? Did s/he win or lose? How did the hero change – personally / professionally?

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INSIGHT



Takeaways: Why did you tell the story? What's the key lesson to be learned?

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DELIVERY



Authentic, Credible, Word Choice, Pace, Length

**TRANSITION
OUT**



Answers the question: "Are we back to talking business? What do you think I should do?"
Sounds like: What I think we should have done was... And that's why I think you should

**OVERALL
IMPACT**

Worthy lesson? Would you do what they recommend?