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| Story Name: |  |

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| Story Planning: | |
| What is the main message/lesson of this story? Who is the best audience for this story? Who would benefit from hearing it? When might you use it? | |
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| Write your Story: | |
| Storytelling tips:   * Write like you speak. Don’t fully script your story. Bullet points are fine. * Let the story do the work: your goal is put the audience in the story. It should feel like a movie playing in their head. * Be descriptive and specific. * Surprise and humour keep an audience engaged. | |
| **The Hook** | |
| * Launch into the action * Grab the audience’s attention | **Questions to Answer**  Why should they listen to this story? |
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| **The Setup** | |
| * Set the stage for the story * Be specific and detailed * Help the audience know the characters | **Questions to Answer**  When and where did this occur?  Who is involved? Who is the main character (the hero) and what do they want?  What does the audience need to know so the story makes sense? |
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| **The Problem** | |
| * Describe the problem/opportunity | **Questions to Answer**  What was the challenge/conflict? |
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| **The Struggle** | |
| * Describe the obstacles that had to be overcome | **Questions to Answer**  What hurdles had to be overcome?  What actions were taken? |
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| **The Resolution** | |
| * Describe the outcome | **Questions to Answer**  How did it all turn out? |
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| **The Lesson** | |
| * The moment of truth * SO WHAT | **Questions to Answer**   * What is the learning? * How are the people/circumstances changed? |
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