


















Storytelling Canvas

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 Subject: What is the story about?					
 Audience: Who is your story's audience? What are their needs?			 Goal: What do you want to achieve with this story?		
 Before: What does your audience think, feel, know, want, before they have experienced your story?	Set the scene	Make your point		Conclusion	 After: What does your audience think, feel, know, want, after they have experienced your story?
	 Start with Why: Why is it useful? (Connect to daily job) Why is it relevant? Why is it worth being excited about?	 Simplicity: What is the key point? How do you support that key point? Why care?		 Call to action: What are you asking the audience to do? Clearly state how you want the audience to take action. What type of decision do they have to make?	
	 Common ground: What from your past do you have in common: memories, historical events, interests? Where are you headed in the future? What types of outcomes are mutually desired? Why are you uniquely qualified to be their guide? What similar journey have you gone on with a positive result?	 Unexpectedness: Surprise, curiosity, pose questions, create gaps and fill in later or guide audience to fill them, take people on a journey			
		 Concreteness: Real examples, concrete images, metaphors (my topic is like..., being in... is like...), analogies (Alien = White Shark in space ship)			
		 Credibility/Truth: Social proof, statistics, personal stories, legitimization			
	 One big idea: How is the big idea conveying your unique perspective? How is the big idea communicating what's at stake? Articulate the big idea in one complete sentence.	 Emotions: Images/visuals, personal, labels, negative (painful problem, fear), positive (relief from problem, benefit, imagine a better future)		 Reward: How will they personally benefit from adopting the idea of your story? What's in it for them emotionally or materially? How will this help their sphere of influence such as friends, peers, and direct reports? How can they use it with those they influence? How will this help the humans or the planet?	
 Storylines: Explanation (step-by-step), Pitch (overcoming a challenge), Drama (down to bottom, up to top)					
		 S.T.A.R. moment: Memorable dramatization, repeatable sound bite (strong labels, alliteration), evocative visuals, shocking statistics			