**STEP 3: FINAL CHECK**

How many elements of good storytelling does your story have?

- [ ] Attention-getting beginning
- [ ] Hero your audience can relate to and respect
- [ ] Villain that represents a real problem you are trying to solve
- [ ] Vivid details that bring the story to life
- [ ] Evokes a specific emotion
- [ ] Conflict that creates tension
- [ ] One clear plot line
- [ ] A surprise or unexpected twist
- [ ] Does not hide or gloss over any critical moments of the story
- [ ] Ending where conflict is resolved
- [ ] A central lesson
- [ ] No soul-killing jargon
- [ ] Brevity—can you tell it in three minutes or less?
- [ ] Memorable—will it stick in the mind of your audience?
- [ ] Repeatable—will your messengers be able to re-tell it?

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**STEP 1: GROUND YOUR STORY IN YOUR COMMUNICATIONS STRATEGY**

What communications objective will this story support?

Who is the target audience?

What is the purpose of the story?

- [ ] Simplify the complex. What do they need to understand?
- [ ] Create an emotional connection. What emotion will you evoke?
- [ ] Build credibility. How will they see your organization?
- [ ] Other:

What kind of story do you need to tell to fulfill that purpose?

- [ ] Nature of our challenge
- [ ] How we got started
- [ ] Performance
- [ ] Where we are going
- [ ] Emblematic success
- [ ] Striving to improve

Which of your messages will the story reinforce?

What is the lesson of the story that will help move your audience to action?
### THE CHARACTERS

**Who or what is the hero?**
- Is your hero a person?
  - If not, what is it?
  - Name your hero.
  - Describe your hero with vivid details.

**Who or what is the villain?**
- Is your villain a person?
  - If not, what is it?
  - Name your villain.
  - Describe your villain with vivid details.

### THE PLOT

**Where's the conflict?**
- Why are your hero and villain in conflict?
- What obstacles must the hero overcome?
- What's at stake for your hero?

**What major developments carry the story forward from beginning to end?**

**Summarize your story in one sentence that includes your big lesson.**

*Ex. Rudolph the Red-Nosed Reindeer. This is the story of a shiny-nosed reindeer who was banned from reindeer games, ran away from home and eventually realized that his difference was actually his greatest strength.*

### THE STRUCTURE

**Once upon a time…**
- How will you get their attention from the start?
  - Introduce your hero.
  - Set the scene.

**And then what happened?**
- How does the conflict build?
  - Describe how with vivid details.

**And then what happened?**
- How does the conflict build?
  - Describe how with vivid details.

**And finally what happened to resolve the conflict?**
- How is the conflict solved?
  - What's the result?

**Why does it matter?**
- What lesson should your audience take away?
  - Link it to your ask.