

2019 Management & Leadership Training Conference Storytelling Worksheet

GETTING STARTED

GOAL. What's the purpose of your story? (*Eg, fundraising, advocacy, awareness, etc.*)

OUTLINE. Write down your basic story outline (who, what, where, when, why, how).
Don't go into too much detail. Just pick a story and get the basics down.

TYPE. What type of story is this? (*Don't overthink this. Pick one and let it help you craft a dominant plotline that taps into universal myths.*)

- Overcoming the Monster
- Rags to Riches
- The Quest
- Voyage and Return
- Comedy
- Tragedy
- Rebirth

BUILDING BLOCKS

MAIN CHARACTER. Who is your hero? What telling details can you include to make them memorable? (*flaws & contradictions, driving force/code, the way they look or talk, etc.*)

VILLAIN/OBSTACLE. What stands in their way? (*Person, place, thing, character flaw, circumstances, etc.*)

SETTING. Where are we? When are we? Place, time, setting and context. Keep it short!

STORY DRAFT

Once Upon a Time (Setting, introduce character)

And then, BAM! (Inciting incident)

And then, and then, and then... (quest, struggle, set backs, false starts, etc.)

Payoff (accomplish goal)

Road back or ahead (lesson learned)

The end (or is it?)