

Template

Crafting the springboard story

1. What is the **specific change** in the organization or community or group that you hope to spark with the story?
 - *What will be the situation as a result of the change?*
 - *What is the purpose in getting the change?*
 - *What route is planned to get to the changed situation?*
2. Think of an **incident** (either inside or outside your organization, community or group) where the change was in whole or in part successfully implemented?
Describe it briefly.
3. Who is the **single protagonist** in the story?
4. What is the **date** and **place** where the **single protagonist** began the story?
e.g. "In July 2003, in London, Tony Smith...."
5. Is the single protagonist **typical** of your specific audience?
If not, can the story be told from the point of view of such a protagonist?
6. Does the story **fully embody the change idea**? If not, can it be extrapolated so that it does fully embody the change idea?
7. Does the story make clear **what would have happened without the change idea**?
8. Has the story been **stripped of any unnecessary detail**?
Are there any scenes with more than two characters?
9. Does the story have an **authentically happy ending**? Can it be told so that it does have such an ending?
10. Does the story **link to the purpose** to be achieved in telling it?
"What if...?" or: "Just imagine...." or: "Just think...."

From The Leader's Guide to Storytelling: Mastering the Art and Discipline of Business Narrative