

tool
lab
sprint[✓]
innovation
research
resource
story



What's the story? →

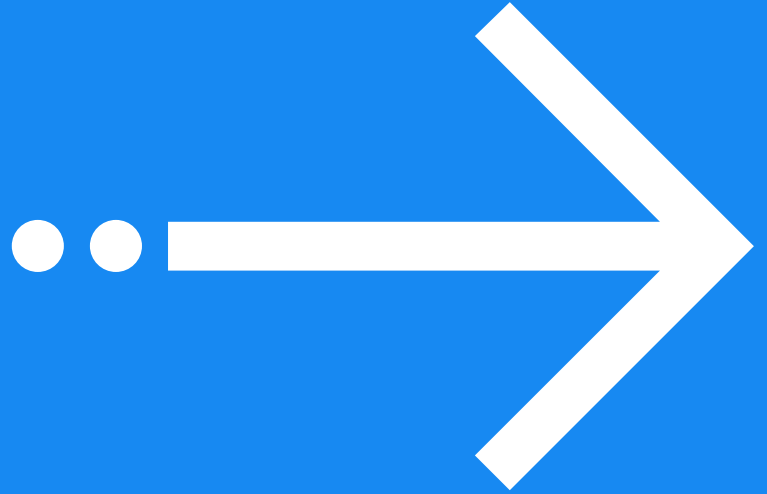
welcome

The goal today is to learn the principles and techniques of a compelling story to:

inspire, engage, and empower sustainable change

activate The Compassion Factor

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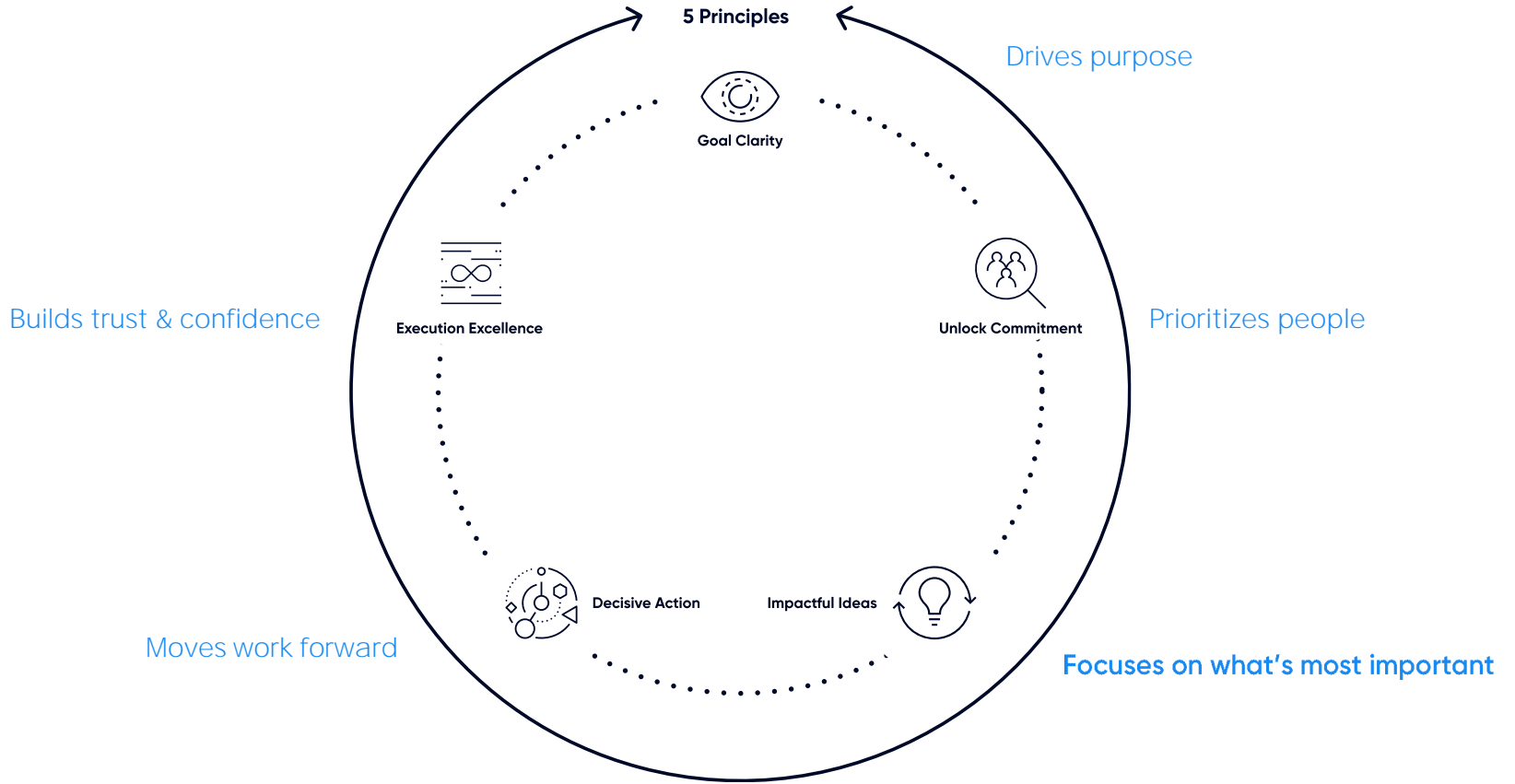


art & science

The Story

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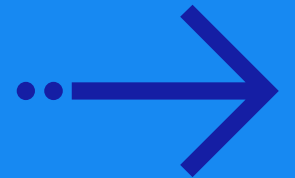
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The Guide Principles

Simple, not easy

the next one



The Story

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Understanding the realities, context, environment, and emotions of your audience is critical to engaging the hearts and minds of those you need to help you execute the goal.

Investing in discovering what's important and why for both yourself and your audience allows for everyone to connect in a personal, meaningful, and relevant way.



The Compassion Factor™

Building Compassion

Try it out!

Use this quick approach to help think through who your audience is and how to best connect with them (build compassion).

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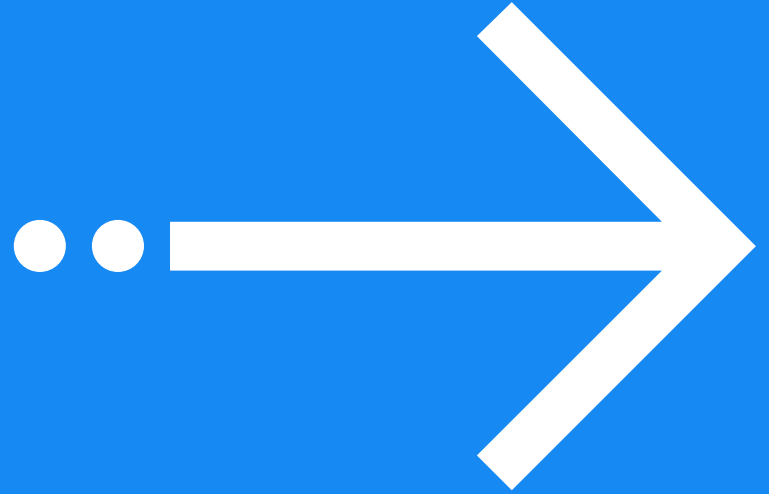
Build Compassion Method Card	
Instructions Use this quick approach to help think through who your audience is and how to best connect with them (build compassion).	Prompts 01 Who is your audience? 02 What do they care about? 03 How do they connect with your work? 04 What do they need to know, hear, and learn? Why?
Reflection & Discussion What questions caused you to pause? Why? What is the impact of skipping this step?	
Next Steps How do you know? Get feedback!	

Do it different. Do it better. /05

The Science

What
So What
Now What

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Storyboarding

Try it out!

Use this storyboarding approach to help think through the right narrative and the best way to support/share that narrative. Consider the experience you want to create as you connect your audience to the “what,” “so what” and “now what.”

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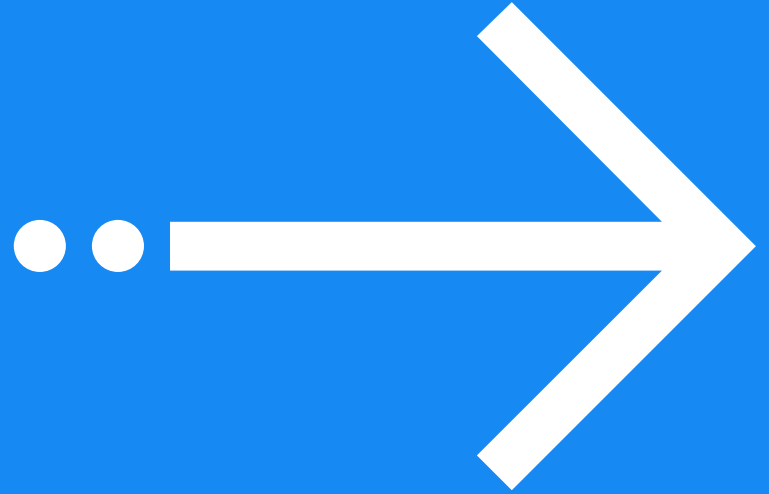
Storyboarding Method Card	
Introduction Use the storyboarding approach to help think through the right narrative and the best way to support/share that narrative. Consider the experience you want to create as you connect your audience to the “what,” “so what” and “now what.”	Reflections & Next Steps Incorporate feedback from others. Is there a particular part of your narrative that you need help with? Show your storyboard with someone for feedback. Put it together. After your storyboard feels right, it's time to convert it into a solid draft of your communication. Then get a bit more feedback, and evolve your communication into a final version.
What	The Foundation What is the one message you want your audience to walk away with? Why is it important and why now?
So What	Connect & Influence How can you connect with your audience in a personal, relevant, and actionable way?
Now What	Move it Forward What's the best way to create action? How will you know you're successful?

Do it different. Do it better. /04

The Art

Inspire & Engage

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Craft Your Story

Try it out!

Storyboarding is a great start, but a compelling story requires us to connect the dots of our storyboard in a way that brings our audience along with us, creates momentum, and turns inspiration into action.

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Craft a Compelling Story
Method Card

Introduction Storyboarding is a great start, but a compelling story requires us to connect the dots of our storyboard in a way that brings our audience along with us, creates momentum, and turns inspiration into action.	Reflections & Next Steps Support Your Story There are lots of ways to deliver your story, once your narrative is refined, make sure you give careful consideration to the best way to deliver your story. Don't forget about support visuals, anecdotes, etc.
Craft it! Building off your storyboarding efforts (what, so what, now what) craft a complete version of your story.	
Get feedback and refine. Always get feedback! Share your story with someone else, get their feedback, and then refine your story.	

Do it different. Do it better. /05

Share



The Importance of Feedback



What did you learn
that will increase the
impact of your stories?



thank

you

Do it different.
Do it better.

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