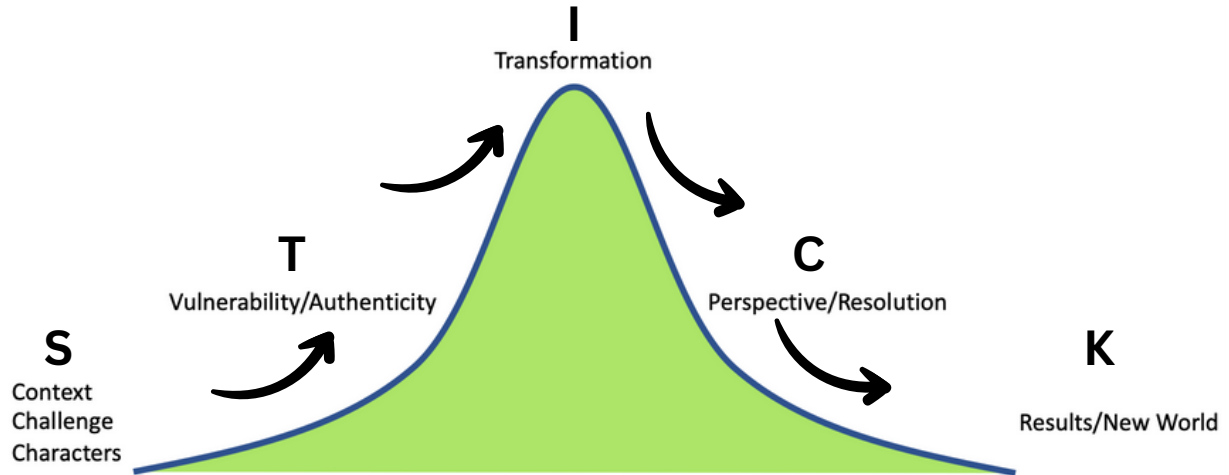




Storytelling Formula



Making Your Story STICK

Setup - Context, Challenge, Characters

- Who, What, When, Where, How

Truth - Vulnerability/Authenticity

- What didn't you know?
- Why are you TRULY driven to explore this new idea?

Insight - Transformation

- What new knowledge did you gain?
- How did this new knowledge impact your thinking and behavior?

Commitment - Perspective/Resolution

- What new perspective was gained?
- How did you turn this perspective into a solution and take action?

Key Outcomes - Results/New World

- What tangible results have come from your solution?
- How will it/has it improve(d) circumstances for many?