





# **Story Embed**

**Champions action plan** 

| Who are they? | What is their role? | What support given? |
|---------------|---------------------|---------------------|
|               |                     |                     |
|               |                     |                     |
|               |                     |                     |



### **Story Embed**

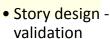
#### Best practice process time line

## Briefing/initial scoping stage



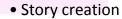
- Story design hypothetical
  - Draft SCQA
  - Draft Tree
  - Needs gap analysis
  - Seek initial consensus

## Analysis & interpretation



- Confirm or refute story assumptions
- Explain anomalies/ outliers
- Seek out additional evidence
- Revise story and core message

#### **Storyboarding**



- Develop story on a page
- Seek challenge and criticism
- Weave through engagement tools
- Ruthlessly edit

#### **Execute**

- Story execution
  - Audience planning
  - Agreeing execution types
  - Creating content





# **Story Embed**

**Action plan template** 

| Quick win | Measure of success (after 3 months |
|-----------|------------------------------------|
|           |                                    |
|           |                                    |
|           |                                    |