



Story EXECUTE Workbook





Story Execute

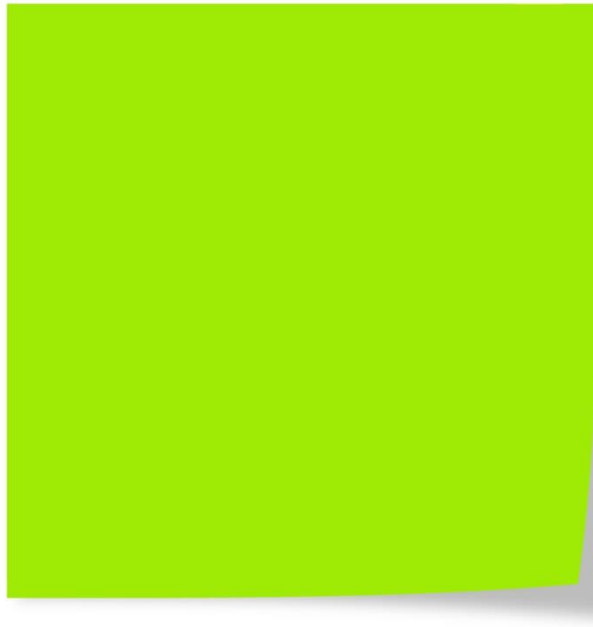
Story on a page

Take the three post-it note challenge:

- Flesh out your story on a page using just 3 post it notes

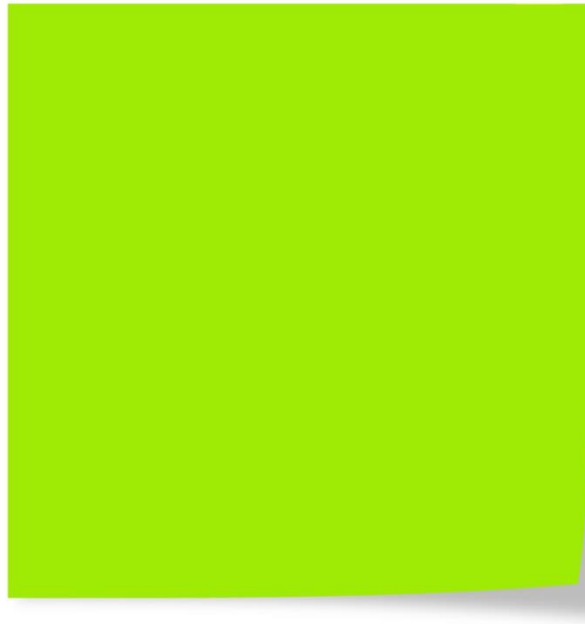
Engagement tool

Think HOOK!



Key message

Think SCQA!



Convincer

Think killer evidence!





Story Execute

Micro fiction exercise

Write your story in exactly 100 words:

- Review your story on a page and write up as 100 word story. Cut anything non-essential



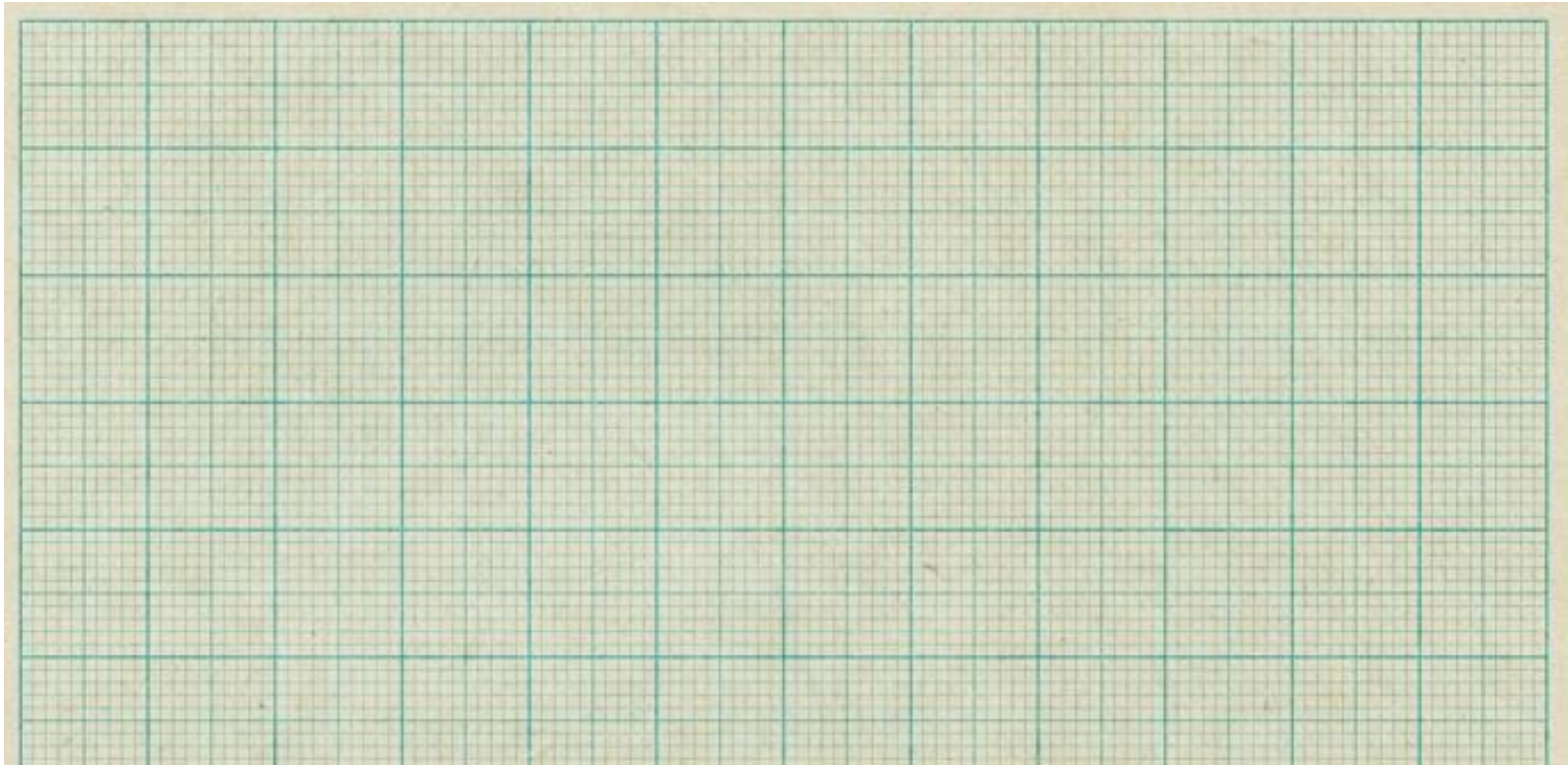


Story Execute

Hand drawn exercise

Draw your evidence in a hand drawn visualization

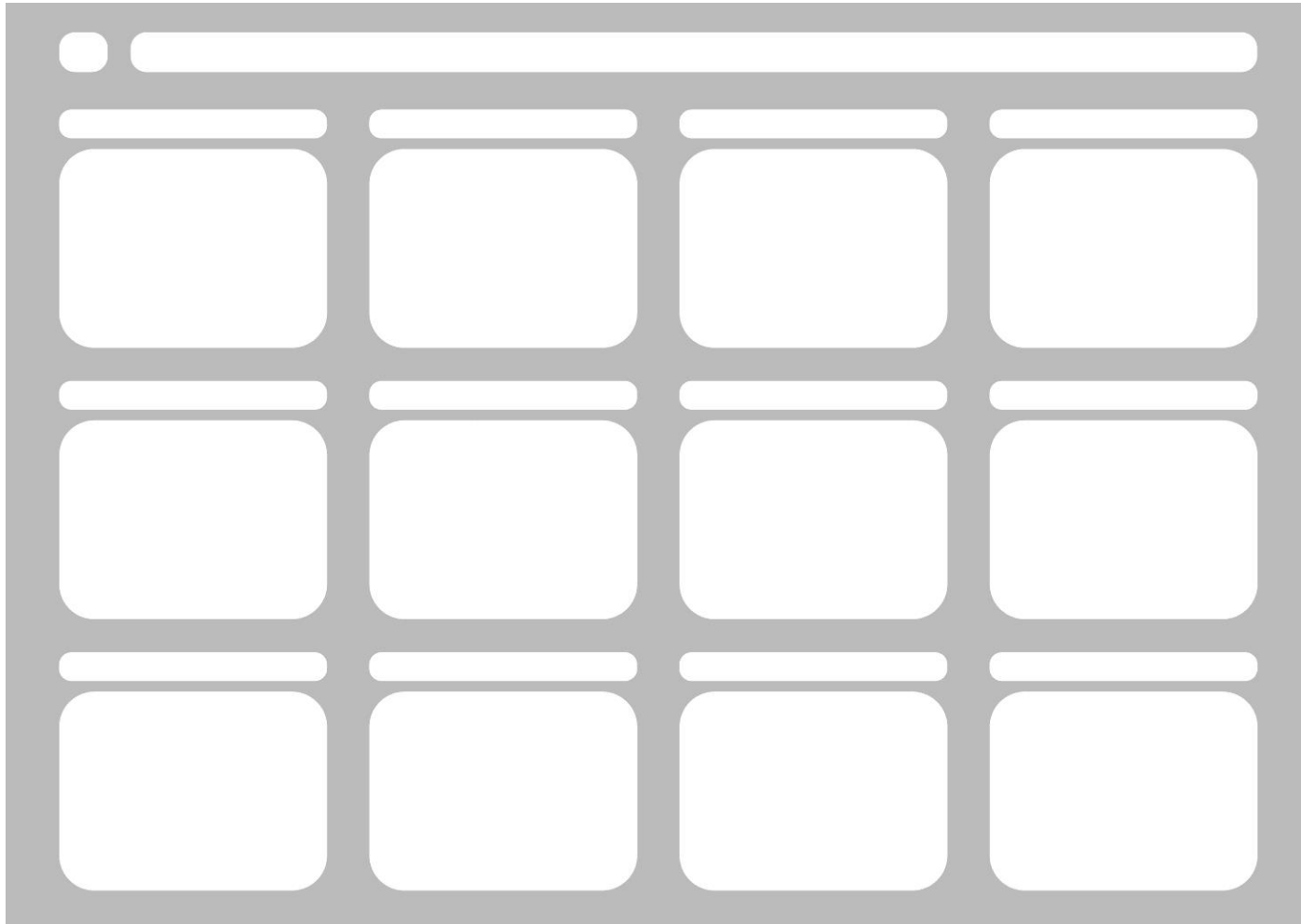
- Review your convincing evidence and draw as a hand drawn chart or illustration.





Story Execute

Storyboard template for reports





Put into practice

- Select a project you are currently working on
- Develop your draft story on a page, including supporting copy and visuals and your full report storyboard
- Seek feedback from your client/stakeholder/ audience on the story execution you have come up with