



Story DESIGN Workbook





Story Design

Assessment Tool

Use the assessment template to critique existing work

Criteria	Rating	Feedback
Set up that frames the story		
Clear sense of conflict/tension		
Offers a resolution or answer to question		
Clear point of view to support answer		
Concise use of data that relates to POV		
Clear call to action		

Rating:

RED = Not present at all

AMBER = Present but not obvious

GREEN = Clearly demonstrated



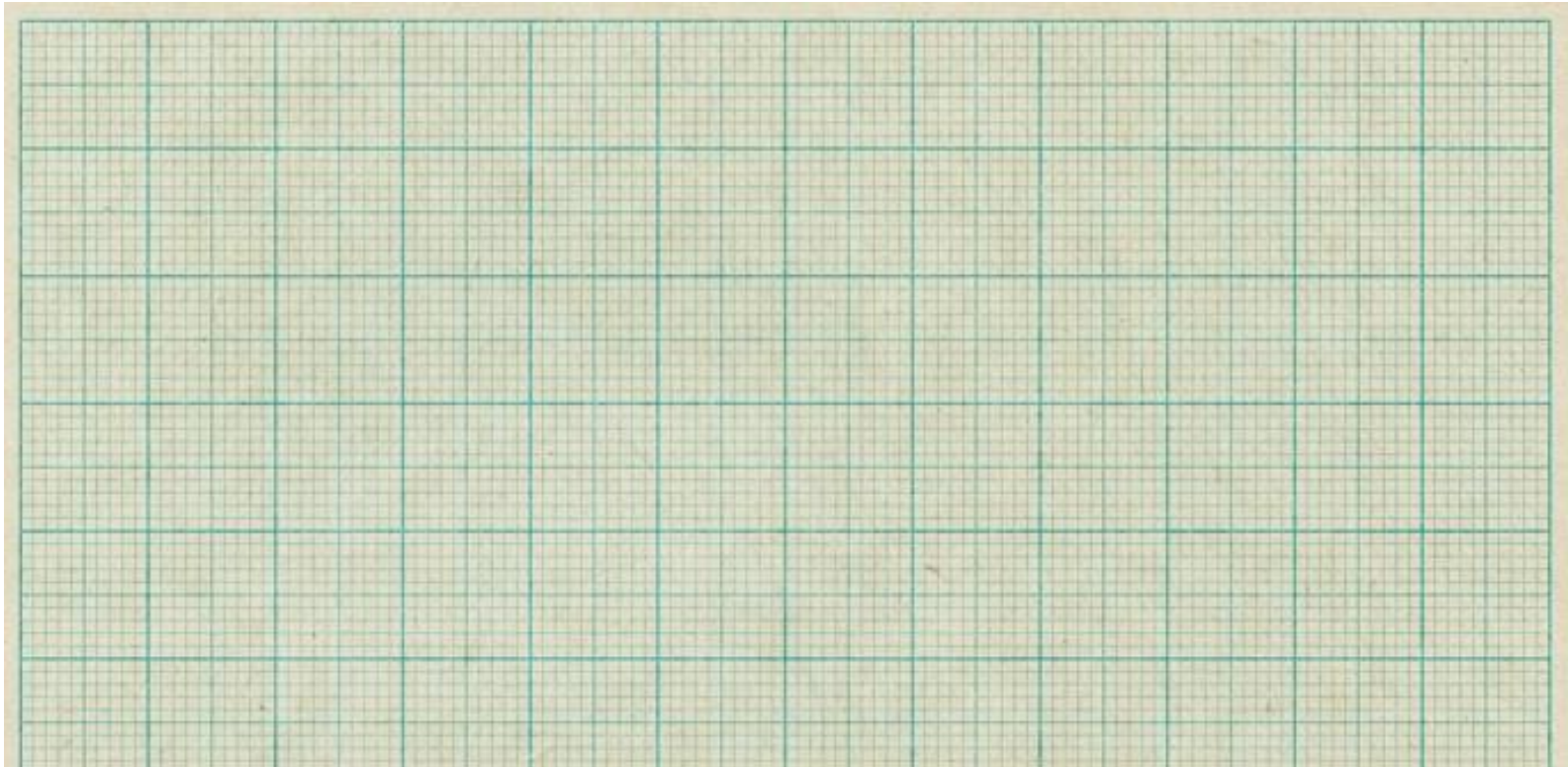
Use the questions to inform your SCQA:

- What are your goals? What is the end goal and how does this relate?
- What are the expected outcomes?
- Why are you asking for this now? What is driving this request?
- What are the barriers to using (internal v external, structural v process)?
- What would happen if I can/ can't answer your question? What is feasible? What is the scope for change?
- What are the opportunities and constraints?
- When is done and what will success look like at this point?
- What do you already know and what do we already know that might be useful?
- What alternatives have been explored or conducted before?
- What agenda's exist and how will this influence how the work is used?
- What hypotheses exist?
- What could they be missing?
- What benchmarking information might be available? What can we learn from other areas?



Draw the context to your story:

- Imagine the world in which your character is living, the challenges they face and their motivations and draw that world free-hand





Take the one post-it note challenge:

- Distil your message into one or two line that will fit on just one post-it note





Story Design

Selecting your evidence

Take the three post-it note challenge:

- If you could only pick 3 pieces of evidence that are crucial to your story what would they be?





Story Design

Pulling together

SITUATION: What is the strategic context?

CONFLICT: What is the problem?

Central Question

RESOLUTION: What is the answer?

CONVINCER: What is our evidence?



Story Design

Task

Put into practice

- Select a project you are currently working on.
- Spend 30 minutes developing your draft story design template based on current knowledge and using the exercises included in this workbook
- Ask questions of your client/stakeholder/ audience to further develop or change the story design
- Seek feedback from your client/stakeholder/ audience on the design you have come up with