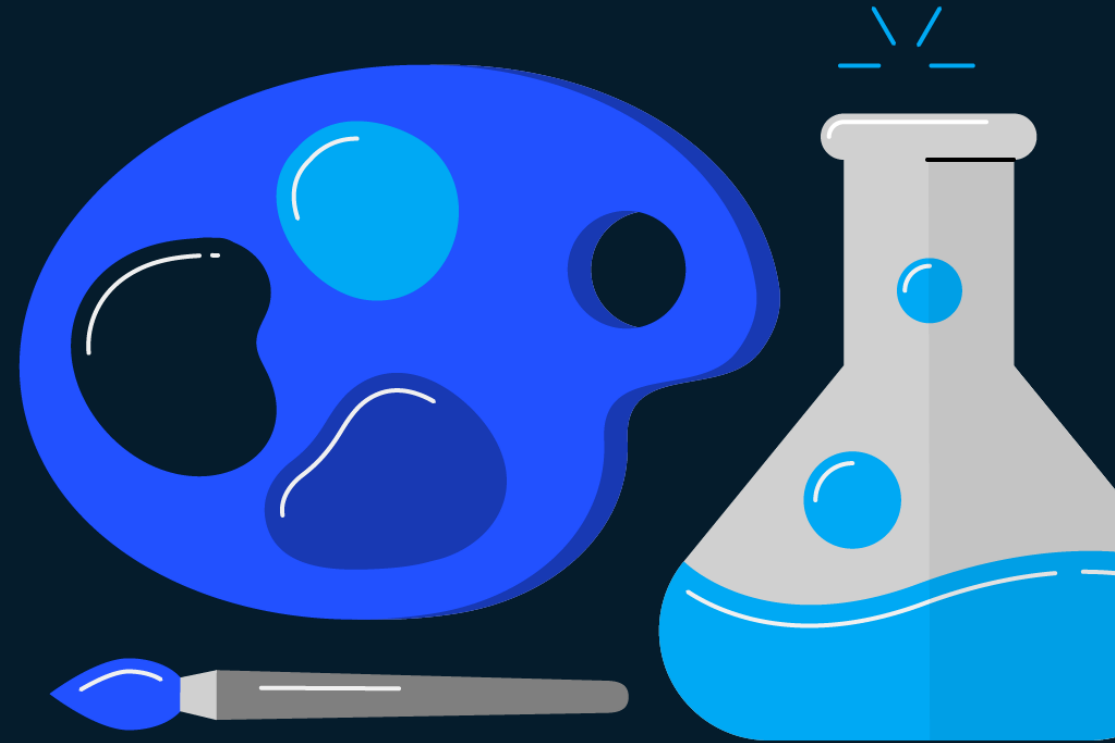


Develop a storyline: Take it to your team

Communicating for Impact



Develop a storyline – Take it to your team

Instructions

Research shows that teaching others can strengthen your understanding and recall of a new concept or idea. You were just introduced to the “formula” for creating a storyline.

- **Goal:** Take the storylining “formula” and work with your team or a colleague to apply these learnings to an upcoming presentation
- **Logistics:** This is a group exercise to be completed in the next week
- **Estimated time:** 30 minutes (10 minutes prep + 20 minutes group meeting)

Find an upcoming situation (e.g., presentation to company leaders) where you and your team or colleagues would benefit from storylining your presentation materials. Take 10 minutes to synthesize your learnings on storylining and schedule a 20 minute preparation session with your team to work on storylining your presentation together.

You will have the option to practice delivering this presentation with your group in Section 7 – Deliver with Style.



30 minutes

Questions to consider:

Which stories, examples, and explanations resonated best with you on storylining?

How will you adapt the course content to effectively coach your team?

Which materials do you want to bring to your meeting?

Developing a storyline

Core content

MATERIALS TO SHARE

- Developing a storyline is in part sharing your findings with your audience and in part creating a narrative that will move your audience to action
- There are **different approaches to storylining depending on your audience and the purpose of your interaction**
- Below is a simple formula you can use to create that narrative:

Introduction	Give a brief introduction that describes the situation or complication your presentation addresses
Question	Raise a question to be answered
Answer (governing thought)	Share your primary recommendation, which is drawn from your pyramid’s governing thought
Key line statements	Support and expand on your recommendation using the arguments and data in your pyramid structure
Supporting data	
Conclusion	End with a conclusion that summarizes all of your key points