The Storytelling Framework

Journey

Challenge

Learning

Character

Resolution

Universal Truth

Personal Story | Fable/Folk Story

Inspire Change | Brand Awareness | Share Knowledge | Future Telling
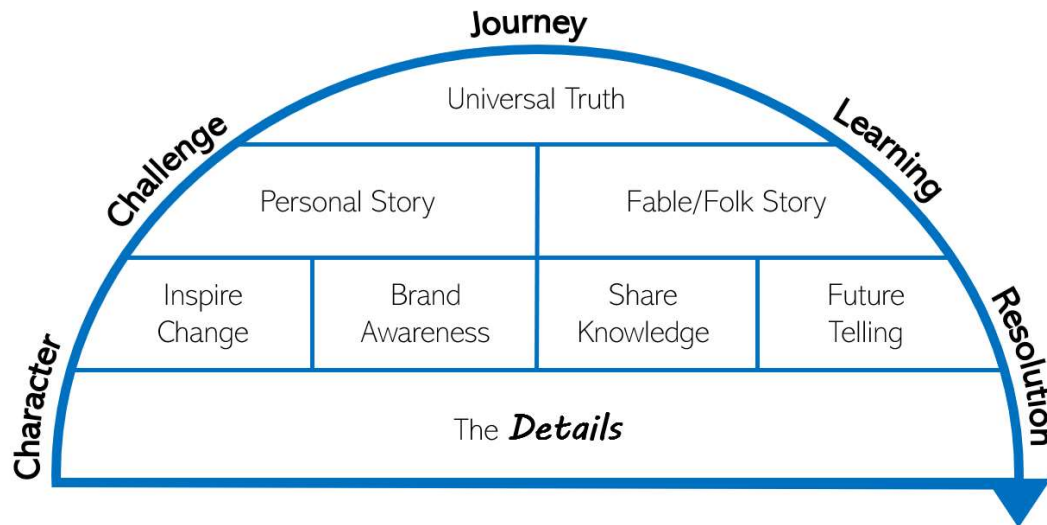
The *Details*

Structure: The dramatic arc of the Story

- **Character:** Who the story is about
- **Challenge:** The character must be faced with doing something beyond the status quo
- **Journey:** The character will endure one or more situations in which they will face this challenge
- **Learning:** While facing the challenge, the character will change in some way
- **Resolution:** The characters baseline is reset, and life is different

Universal Truth: The underlying messaging being conveyed

- **Identifying Your Universal Truth:** What do you want your audience to know…feel…do?

Story: The details weaved around the Universal Truth

- **Personal Stories:** Stories we've experienced either directly or indirectly (true stories)
- **Fables / Folk Tales:** Stories that have been passed down, or metaphors/analogies

Approach: The way a Story is formed around the Universal Truth

- **Inspire Change:** Stories that are relatable, authentic, positive, and ultimately spark change
- **Brand Awareness:** Authentic stories that act as an introduction to build credibility and awareness
- **Share Knowledge:** Stories that convey complex facts based on either a positive or negative experience
- **Future Telling:** Stories that create trust using vision through the linkage of progression and causation

The Details: The little aspects of your Story that make it relatable

- **Identifying Your Details:** Close your eyes and picture the scene…what do you see?

Universal Truth: _____

Story (circle one):   Personal   Fable / Folk Tale

Approach (circle one):   Inspire Change   Brand Awareness

                                          Share Knowledge   Future Telling

Who's the Character? _____

What's the Challenge? _____

_____

What's the Journey? _____

_____

What will the Character Learn? _____

How will the Story Resolve (End)? _____

_____

Identify Three Specific Story Details (Use Your 5 Senses):

1. _____

2. _____

3. _____

Story Title: _____