



# STORYTELLING FRAMEWORK

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## STORY STRUCTURE - *Tell it like a pro!*

Stories require structure, and while there are many different structures to choose from, most structures are complicated and difficult to implement in everyday life and in business. For your convenience, I have tested almost every single story-structure, and I have fallen in love with a simple 4-step structure which will elevate your stories to the next level.



## THE PREP

The main focus of the prep is to steer and prepare the listener for the nature of the story. This will set the tone for your story.

**Example:** I thought you would never ask. A year ago a client wrote to me and asked me the same thing, funny enough another one did the same two weeks ago, it must be a trend.

## BACKGROUND

The background allows for the context, the visual description and the challenge. This is a great place to include the hook.

**Example:** They wanted us to transmit the project to a new platform and were concerned about the security of the transition. Luckily they came to us first. I told them that it was a smart move and request that others would probably fail.

## DEVELOPMENT

The development builds the story, introducing one layer at a time. It reflects what has happened, how it happened and positions the audience to receive information in a certain way by providing details, such as location and includes hooks.

**Example:** We completed the project and did everything according to our 7-step project setup, which is just like a pre-check of a fighter airplane before it takes off. We checked and re-checked everything before the transition of the project commenced. Just like a flight controller we guided them as they transitioned from point A to point B. We provided a secure frequency with a scrambler, not hackable and ensured a smooth transition. And finally, just like ground control, when the transfer was complete, we made sure to guide the client, ensuring that they fully understood the new platform.

## CONCLUSION

A good conclusion closes off the story in a meaningful way. The main objective is to provide the listener with a lesson.

**Example:** Six months after we helped the client, I received an email from the CEO. It started like this; "Thank you for saving our project - and my company. I have recommended you to..."