STORYTELLING CHECKLIST

Pixar: Takes 5 years to make a movie. They spend 4 years (80%) of time just developing the story.

BIG Problem: Every story starts with a big problem.

Product Narrative: Motivation for developing the product. Problems you get from your customer interviews (ex Facebook – Mark there is a girl in your class, do you know if she is single?). Customer – Insight – Problem – Solution.

Protagonist: Every story has a hero that is trying to solve the problem.

Intellectual Guard: When you are in a good story, you drop your intellectual guard and don’t think about whether it is realistic or not.

Insula: Emotional region of the brain that is activated by a good story.

Story Structure: Characters/Customers (Good or Bad), Motivation/Problem Definition, Insights/Comparative Advantage, Solution/Value Proposition, Symbols (Meaningful Objects)