

METHOD

STORYTELLING



WHY storytelling over other forms of communication

It seems stories are hard-wired into our psyche. People have been passing information along via storytelling for as long as humans have had a rich language to draw from. Stories are a great way to connect people with ideas, at a human level. A well-told story – focused on sharing pertinent details that express surprising meaning and underlying emotions – effects the emotions and the intellect simultaneously.

HOW to design a story

What's the point? Know what you intend to convey both narratively and emotionally. You should be able to describe the essence of the transformation of your character in one sentence & the tone of the story in a couple of words. Be able to articulate the emotional tone in a couple of words.

Be Authentic: Stories are more powerful when they include a little bit of you. Honest expression is stronger and more resonant than cliché.

Character-Driven: Characters are a great vehicle through which to express deep human needs and generate empathy and interest from your audience. Focus on character.

Dramatic Action: Your story should have 3 components: Action, Conflict, and Transformation.

Action: What is the character trying to do? What actions are they taking to achieve it?

Conflict: What is in her way? What questions linger beneath the surface?

Transformation: What is the big insight? How do the action & conflict resolve.

Details: “Behind all behavior lies emotion.” What details can you share about your character and their situation that will suggest the emotions that lie beneath?

Design Process is a Built in Story: Use what you've learned during the design process.

Empathy maps well to Character. Needs map to Conflict, Insights + Solutions map to Transformation.