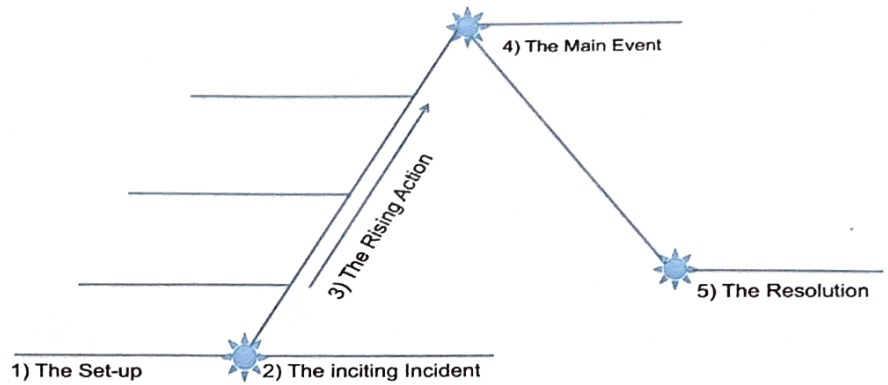


Story Map Worksheet Business



5 POINT STORY STRUCTURE



What is your controlling idea?

Who is your audience?

What is your first line?

1) The set-up

2) The inciting incident

3) The rising action

a)

b)

c)

4) The main event

5) The resolution

What is your last line?



www.thestorystudio.org

Basics of Storytelling for Business

What are the 3 essential elements of a story?

1. A story focuses on a person or some people.
2. A story shows emotions changing.
3. A story proves a controlling idea.

The 3 categories of stories told in professional arenas:

- **PURPOSE** - A story that describes what you or your organization stands for.
- **RELATIONSHIP** - A story that illustrates how people work together.
- **POSSIBILITY** - A story that shows progress in action, or even visions of future progress.

The Controlling Idea:

Stories are told to prove a point. The story persuades the listener that the point is valid.

- The Controlling Idea is considered before choosing what story to share.
- The storyteller shapes the story to serve the Controlling Idea.
- The Controlling Idea is stated concisely in the last lines of the story.

Narrative Summary vs. Scenic Details / Two modes of sharing information:

Any sentence or series of sentences in a story is operating in one of these two modes: Narrative Summary or Scenic Detail. Any sentence can be re-written and switched from Narrative Summary mode to Scenic Detail mode or vice versa.

- **Narrative Summary** is explanation. It does not show us action happening or bring a particular location or time of day to mind, but instead walks us through information in an expository way. It is best used to get us from one point in the story to another as quickly as possible.
- **Scenic Details** "take us there" to see and hear the key incidents of the story happening. When you're using *Scenic Details*, the listener imagines a particular location and time of day where dramatic action is being shown. Scenic Details appeal to our Six Senses.

The Six Senses:

To switch into the Scenic Details mode, see if you can refer to:

- **Sights:** Like the expression on someone's face when you told them about the new sales figures.
- **Sounds:** Like the tone in someone's voice when they pitched a new project.
- **Smells and Tastes:** Like the scent of the freshly dry-cleaned suit you wore to the meeting or the taste of the coffee you had over lunch with a client.
- **Feeling Body:** Like the way your heart started racing when you got the upsetting email.
- **Thinking Mind:** Like the thoughts and feelings you kept to yourself and the ones people expressed out loud in dialogue.

The 5 Steps of Story Structure:

1. **The Set-Up:** In a world where _____, a person cared about _____.
2. **The Inciting Incident:** Then one day something happened, and it was time to take action.
3. **The Rising Action:** Efforts taken; surprises faced along the journey.
4. **The Main Event:** The climax. This is where things shift. Turning the corner.
5. **The Resolution:** How the hero or the team changed or learned. This should bring you to your Controlling Idea.

Tips for Practice:

- Memorize the first and last lines of your story to be sure you always know how you'll start and where you'll end.
- Tell your story to a supportive friend on your team. Have them make a video or audio recording of the story for you to refer back to.
- Make a bare bones outline of your story and attempt to tell a version under two minutes long, as well as a version over five minutes long, so you can practice adapting it.
- Keep working on new stories for varied purposes.

STORYTELLING PROMPTS FOR BUSINESS STORIES

The following prompts are crafted to help you find stories based on the 3 categories of stories told in professional arenas: purpose, relationship, and possibility.

PURPOSE STORIES

A story is a great way to communicate what you stand for or what your organization stands for, what inspires you to do the work you do, or what you see your efforts ultimately amounting to.

A purpose story for a business is often connected to the company's mission statement or the company's origin story. More personal purpose stories might be about why you chose a specific career path, why you are proud to work for a company or with a team, or an issue that you are passionate about solving in the work you do.

A time you witnessed your work having an effect on someone else's life. Or someone else's work had an effect on you. Maybe a time you felt really connected to others in your career.

What about a time you were especially nervous you might drop the ball? Or you were mortified to think that you already had?.

A time in your life when you realized you passionately believed in something or some concept. Maybe you felt really proud to be a part of something.

A time that you took a stand and you're glad you did. Maybe you faced some fear. Maybe you made it through something that made you very sad in the past. Maybe you found a way to make a relationship with a coworker click.

RELATIONSHIP STORY

A story is a great way to communicate how you would like to collaborate with someone, what others might gain from your involvement in a project, or why teammates usually click with you.

Each of the prompts listed bellow ask you to focus in on a specific quality that you have. For each prompt, can you think of a particular event in your life or career that highlights this quality in action?

What is an occasion you might end up having soon in your career where you'll have to introduce yourself to a new group of people? What do you want them to know about you?

What is an impression people in your field often have about you that you'd like to adjust?

Who is someone you'd like to establish a business relationship with sometime in the future and what about yourself would you like to impress upon them?

What is a skill that you are innately good at? Think of something that it would be good for an employer or client to know.

POSSIBILITY STORIES

A story is a great way to communicate how a project or political effort can go from Point A to Point B, how you built something, how you made it over some hump in your growth, or how you one day plan to build something else.

What is the origin story of your brand?

How do you plan to take your business or project from where things are today, to where you plan on being 6 months, 1 year or 5 years from now?

When you picture the success of a particular goal, what do you see? Show us how things are now and then walk us through the future you have in mind.

What choices have you or your team made when obstacles have arisen in the past?

Perhaps there was a point where your business or project faced a crisis or roadblock. How did you navigate your way through this problem, setback or sudden change in the world around you?

Think of a time that the work you did had a positive impact on a client's life or business.