

STORY PURPOSE: Why are we telling this story? What is the status now, what do we need to change?

AUDIENCE:

Who are we talking to?

KEY MESSAGES:

Summarise 3 things the audience should remember?

STORY OUTLINE:

How does the story start, finish & keep the audience watching? Include any mandatory inclusions such as stats, logos, social impact results.

CALL TO ACTION:

What steps should the audience take after hearing your story?

STYLE & TONE:

How will the audience to feel? List any brands, visuals, music references that align with the style.

STORYTELLERS & LOCATION:

Who will feature in the story and where?

OUTCOMES:

What are your high level outcomes at a strategic level?

SUCCESS MEASURES:

List the specific indicators and metrics for reach, engagement & conversion



CAMPAIGN:

How will the story launch and be promoted? Include a timeline.

Storytelling is the most powerful way to put ideas into the world today

- Robert McKee, Author, Storytelling Lecturer