

Storytelling Roadmap



Three Key Phases

Insights Discovery

- **Data Analysis:** Find, analyze, and interpret all of your data to answer key business or consumer questions
- **Insight Synthesis:** Determine what are the most relevant insights given your context and situation

Frame What Matters

- **Audience Analysis:** Fully consider who your audience is and what their needs are
- **Define Purpose:** Clearly define the purpose of your story for your audience
- **Choose Content:** Based on your audience and their needs, decide what content needs to be shared
- **Develop Story Arc:** String together your main content and supporting points in a cohesive story arc or narrative

Provoke Action

- **Delivery Method(s):** Determine the best way (or ways) to deliver the information to your audience
- **Build Support Tool:** Build out and prepare your chosen method to deliver the information (PPT report or presentation, script/speech, video, email, one pager, storyboards, etc.). Get feedback on whether it is clear, easy to comprehend, concise, and compelling
- **Delivery:** Present your story in the most engaging and provoking way possible. Remember: practice makes perfect



Gut Check

Is your story...

- | | |
|---------------------------------------|---|
| <input type="checkbox"/> Compelling? | <input type="checkbox"/> Action-oriented? |
| <input type="checkbox"/> Provocative? | <input type="checkbox"/> Clear and simple? |
| <input type="checkbox"/> Inspiring? | <input type="checkbox"/> What the audience needs? |



Follow the order, but if you get stuck, go back a step and re-work!

Key Principles

There's no one right way, but there are some common themes and approaches that can help

It's a mix of **art and science** – the science can be taught, but the art must be practiced and learned through exposure

Everything we communicate can be a story, but **apply appropriate effort** given your context

Inspiration

Practice

Not rocket science, but **it does take time**

Follow the order, but if you get stuck, go back a step and re-work!

