



Story Tool

Story Spine

A good story is like a movie. They are much more interesting to listen to and harder to interrupt than facts and numbers. Your ability to communicate your point of view through a story versus relying strictly on facts will increase your influence power. This activity will help you develop the skills of communicating a compelling story.

DIRECTIONS

Write a story using the structure below that would be compelling to your stakeholder.

1 Once upon a time...

Introduction to setting and characters

2 Every day...

Sets the stage for what is going on

3 BUT ONE DAY...

Inciting Incident, the reason the story is being told

4 Because of that...

This is the heart of the story, the struggle that ensues from the inciting incident and the resolutions

5 Until finally...

The Outcome

6 And ever since then...

What the future looks like; the end of the story.

7 The moral of the story is...

The resolution/lessons