

Story Spine Tool

Change Story



INFLUENCING
WITH STORY™

Why, in general, is change so incredibly difficult for people? What is it about how our brains are wired that resists change so tenaciously? Why do we fight change, even what we know it to be in our own vital interests?

“Behavior change happens mostly by speaking to people’s feelings. In highly successful change efforts, leaders find ways to help others see the problems or solutions in ways that influence emotions, not just thought.”

—John Kotter

DIRECTIONS

Write a story, using the structure below, that will paint a clear, inspiring picture of the future vision as well as the anticipated drama and challenges required to let go of the old and grab hold of the new!

1 Once upon a time...

What is the current state?

2 Every day...

Current State details: touch, taste, feel, smell. How are you personally invested in the current state?

3 BUT ONE DAY...

Inciting Incident, what needs to change and why? What will happen if we don't change?

4 Imagine if...

What the future vision looks like, sounds like, feels like.

5 Because of that...

Describe the “from-to” and what will be required of the stakeholders. What will be challenging? What support will be available?

6 Until finally...

The Outcome, restate the picture of the future state in a way that is compelling.

7 The moral of the story is...

What you hope to learn from this journey of change and why it is worth it.