SPITFIRE STRATEGIES STORY PLANNER

STEP 1: GROUND YOUR STORY IN YOUR COMMUNICATION STRATEGY.

What communication objective will this story support?

__________________________________________________________________________
__________________________________________________________________________

Who is the audience?

__________________________________________________________________________

What messages will your story reinforce?

__________________________________________________________________________

Who should tell your story to connect with your audience?

__________________________________________________________________________
__________________________________________________________________________
What is the purpose of the story?

___ Simplify the complex.

_____________________________________

___ Build an emotional connection.

_____________________________________

___ Build credibility.

_____________________________________

___ Other

_____________________________________

STEP 2: BUILD YOUR STORY.

What type of story will fulfill that purpose?

___ Nature of Our Challenge

___ Where We’re Going

___ How We Got Started

___ Emblematic Success

___ Performance

___ Striving to Improve

CHARACTERS

Who or what is the hero? Is the hero a person? If not, what is it? What is the hero’s name? Describe the hero with vivid details.

______________________________________________________________________________

Who or what is the villain (or challenge to overcome)? Is the villain a person? Is it a problem? Name the villain. Describe the villain or the problem in detail.

______________________________________________________________________________

PLOT

Where is the conflict? Why are the hero and villain in conflict? What obstacles must the hero overcome? What’s at stake for the hero?

______________________________________________________________________________

What developments carry the story from beginning to end? Share details of steps along the way.

______________________________________________________________________________
Summarize the story in one sentence that includes the big lesson.

______________________________________________________________________________

STRUCTURE

Once upon a time... (How does the story capture the audience’s attention? Introduce the hero? Set the scene?)

______________________________________________________________________________

And then what happened? (How does the conflict build?)

______________________________________________________________________________

And what finally happened to resolve the conflict?

______________________________________________________________________________

Why does it matter? (What is the result? Link it to your call to action.)

______________________________________________________________________________

STEP 3: CONDUCT A FINAL CHECK.

How many elements of good storytelling does your story have?

___ Attention-getting beginning
___ Hero your audience can relate to and respect
___ Villain that represents a real problem you are trying to solve
___ Vivid details that bring the story to life
___ Evokes a specific emotion
___ Conflict that creates tension
___ One clear plot line

___ A surprise or unexpected twist
___ Does not hide or gloss over critical moments
___ Ending where conflict is resolved
___ A central lesson
___ No soul-killing jargon
___ Brevity (You can tell it in three minutes or less.)
___ Repeatable (Will other messengers be able to retell it?)

STEP 4: PRACTICE TELLING YOUR STORY.