



STORY STRUCTURE

& development

TELL COMPELLING STORIES:
BRIDGING GAPS & CONNECTING
WORKSHOP 1

Personal Story

Normal:

Explosion #2:

New Normal #1:

Explosion #2:

New Normal #2:

PERSONAL STORY

- Identifiable Character
- Specific Detail
- Authentic Emotion
- Significant Moment

Product Story

Normal:

Explosion #2:

New Normal #1:

PRODUCT STORY

- Identifiable Character
- Specific Detail
- Authentic Emotion
- Significant Moment



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Service Story

Normal:

Explosion #2:

New Normal #1:

Customer Story

Normal:

Explosion #2:

New Normal #1:

SERVICE STORY

- Identifiable Character
- Specific Detail
- Authentic Emotion
- Significant Moment

CUSTOMER STORY

- Identifiable Character
- Specific Detail
- Authentic Emotion
- Significant Moment

STORY STRUCTURE

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Your Story about:

Normal:

Explosion #2:

New Normal #1:

Your Story about:

Normal:

Explosion #2:

New Normal #1:

STORY #1

- Identifiable Character
- Specific Detail
- Authentic Emotion
- Significant Moment

STORY #2

- Identifiable Character
- Specific Detail
- Authentic Emotion
- Significant Moment