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Why
WHAT ARE THE KEY ISSUES BEHIND THE STORY?

Identify the objectives and benefits to the individual and wider groups.

What
WHAT ARE THE THINGS THAT MUST BE CHANGED OR INCLUDED?

Identify the priorities.
Identify the relationships between the things that need changing.
Link to the objectives and benefits.

How
WHAT ARE THE ACTIVITIES THAT MUST BE DONE FOR THE CHANGE OR DECISION YOU WANT TO MAKE HAPPEN?

Identify the sequence and relationships.
Define the events that start each activity and the specific changes at the end of each activity.
Link to *What* needs changing.

What If
WHAT WILL THE FUTURE BE LIKE IF THE AUDIENCE IS SUCCESSFULLY INFLUENCED TO CHANGE?
WHAT WOULD HAPPEN IF THERE IS NO CHANGE?

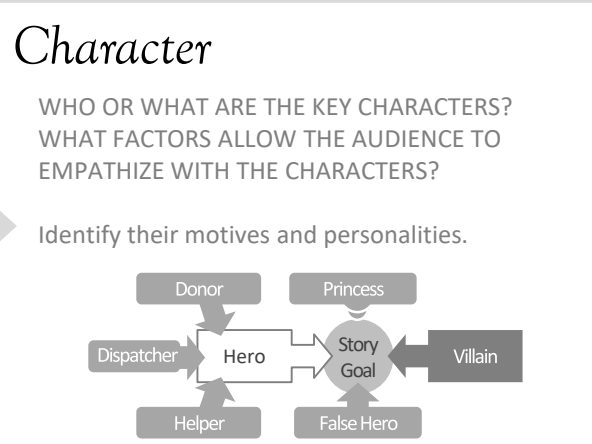
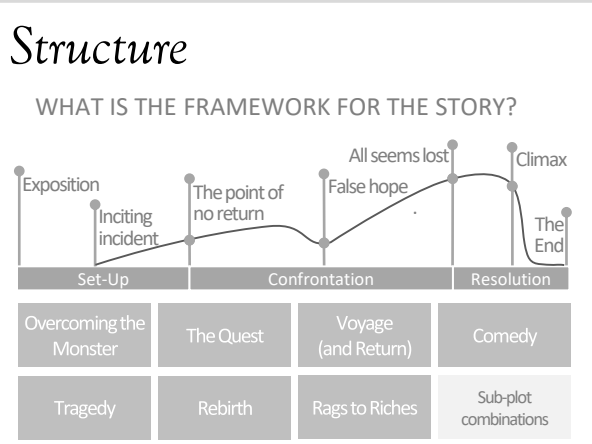
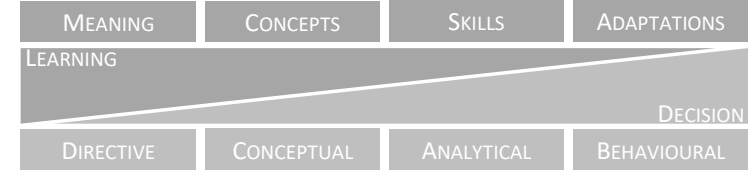
Identify the risks or hazards that might need to be overcome in the change.
Describe the alternative futures. Are these relevant to the story?

Who
WHO ARE THE KEY INDIVIDUALS OR GROUPS IN THE AUDIENCE?

For each of the *Why*, *What*, *How* and *What If* identify all the people who should be considered for the audience and for a role in the story.
Identify the specific people who will need to make a decision based on the story.

Learning and Decision Styles
WHAT IS THE BALANCE NEEDED BETWEEN EDUCATION AND SETTING THE SCOPE FOR DECISIONS TO BE MADE?
HOW DOES THIS VARY FOR THE DECISION MAKERS AND THEIR KEY INFLUENCERS?

Identify the relevant and important learning and decision styles.



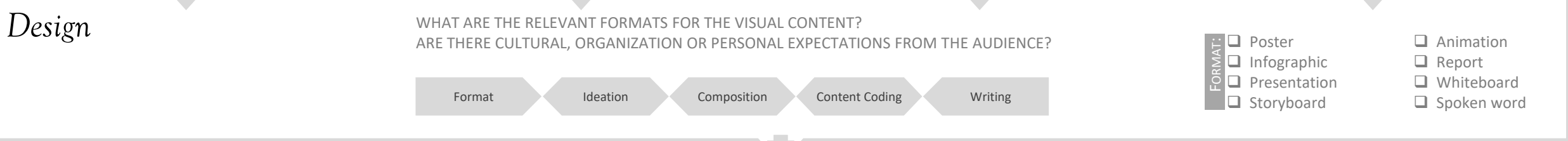
- Sense of Urgency**
WHY SHOULD YOUR AUDIENCE MAKE A CHOICE TO SUPPORT THE CHANGE NOW?
- Obsolescence
 - Government Regulation
 - Seasonality
 - Management direction
 - New opportunities
 - Lost business / opportunity
 - Changing social / political expectations
 - Deadlines

- Delivery Plan**
WHAT IS THE SEQUENCE OF PEOPLE, PLACES AND EVENTS TO TELL THE STORY FOR THE AUDIENCE?
- INFLUENCE:**

 - Reciprocity
 - Liking
 - Scarcity
 - Social Proof
 - Authority
 - Commitment
 - Consistency.

PLANNING FOR TIME:

 - Gut feel
 - Repetition
 - Elapsed time
 - Re-evaluation



- Test**
DOES THE STORY PASS THE SIX TEST CRITERIA?
WHO SHOULD BE INCLUDED IN THE TESTING OF THE STORY?
WILL IT HELP TO INVOLVE KEY MEMBERS OF THE AUDIENCE?
- TEST CRITERIA:**
- Validity of Data
 - Integration of Evidence
 - Path to Decision
 - Clear Causality
 - Alignment of Goals
 - Unintended Consequences

C

CONTENT

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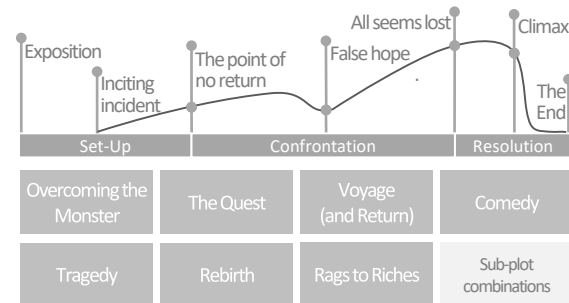


S

STORY

Structure

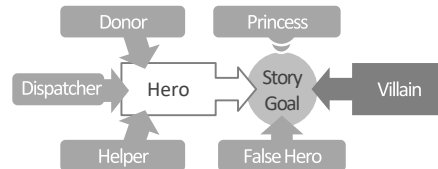
WHAT IS THE FRAMEWORK FOR THE STORY?



Character

WHO OR WHAT ARE THE KEY CHARACTERS?
WHAT FACTORS ALLOW THE AUDIENCE TO EMPATHIZE WITH THE CHARACTERS?

Identify their motives and personalities.



Sense of Urgency

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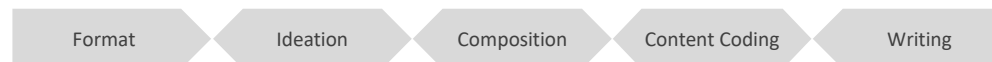
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TELL

Design

WHAT ARE THE RELEVANT FORMATS FOR THE VISUAL CONTENT?
ARE THERE CULTURAL, ORGANIZATION OR PERSONAL EXPECTATIONS FROM THE AUDIENCE?



- FORMAT:**
 - Poster
 - Infographic
 - Presentation
 - Storyboard
 - Animation
 - Report
 - Whiteboard
 - Spoken word

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