

# DESIGNING YOUR STORY

Think about an innovation you are proud of or a challenge that your team has overcome. It could be something that would be of interest to other teams at your organization and beyond. Is there something that you or your team have done around Quality & Outcomes? Team Performance? Well-Being? Education and Facilitation?

Use this template to explore the key plot points, narrative flow, compelling imagery, and data that will contribute to a great story. Start by really understanding your audience - this will help you build something that is custom designed for them and increase your story's chance of resonating. Then move through the 'chapters' to architect a journey that will appeal to the 'head, heart, and eyes'.

## THE PROBLEM

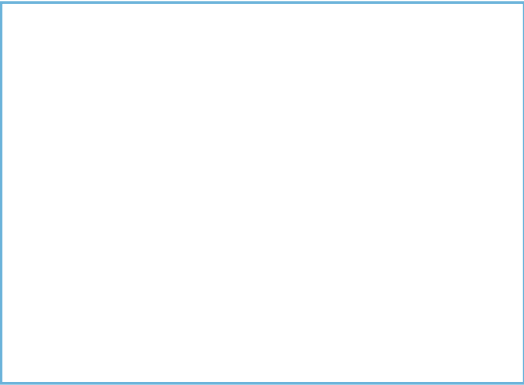
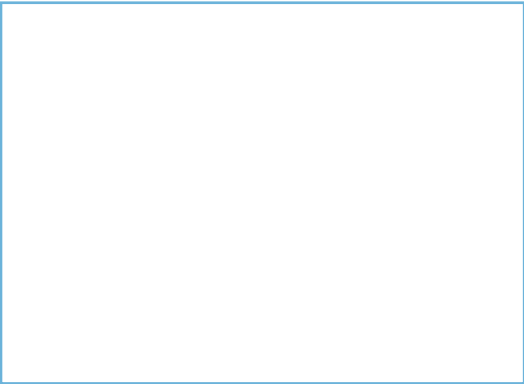
## THE BIG IDEA

## IMPACT

## KEY TAKEAWAYS & ADVICE

## PAINS

## GAINS



TITLE:

WHO IS YOUR AUDIENCE?

WHAT IS THE THEME OF YOUR STORY?

- ☐ Team Performance
- ☐ Well-Being
- ☐ Quality and Outcomes
- ☐ Education and Facilitation
- ☐ Other: \_\_\_\_\_