

# STORYTELLING CANVAS

TITLE OF STORY:

## IMPACT

There should always be a desired impact of your stories. What measurable outcome would make your storytelling initiative successful? What end result is most important? What specific action do you want your audience to take?

## AUDIENCE

Stories should be crafted and delivered differently based on your audience. Who is the audience for your story and how will they perceive your message?

## EFFECTIVE CHARACTER

Most stories contain a single, compelling character that is relatable to the audience. Who is going to be the focal character in your story?

## TRAJECTORY

Effective stories have a beginning, middle, and end. What do you want to highlight in your story? Make sure to present a clear, concise story about a single issue.

BEGINNING:

MIDDLE:

END:

## AUTHENTICITY

Stories should also show – rather than just tell – the audience about the character's journey using rich details. What details are important to emphasize?

## ACTION-ORIENTED EMOTIONS

Stories should convey emotions that move people to act. What pathways can you include to drive them to your desired actions?

## HOOK

Stories should capture the audience's attention as quickly as possible. A hook provides a reason to care and answers the following questions immediately... Whose story is it? What's happening? What's at stake?

## DATA

Using high-quality data that is reliable and trustworthy can strengthen your message. What data could be added to magnify the impact of your message?

## IMAGES

Pictures visually reinforce your message and grab the attention of your audience. What bold images could be included to enhance your story?