EXPOSE
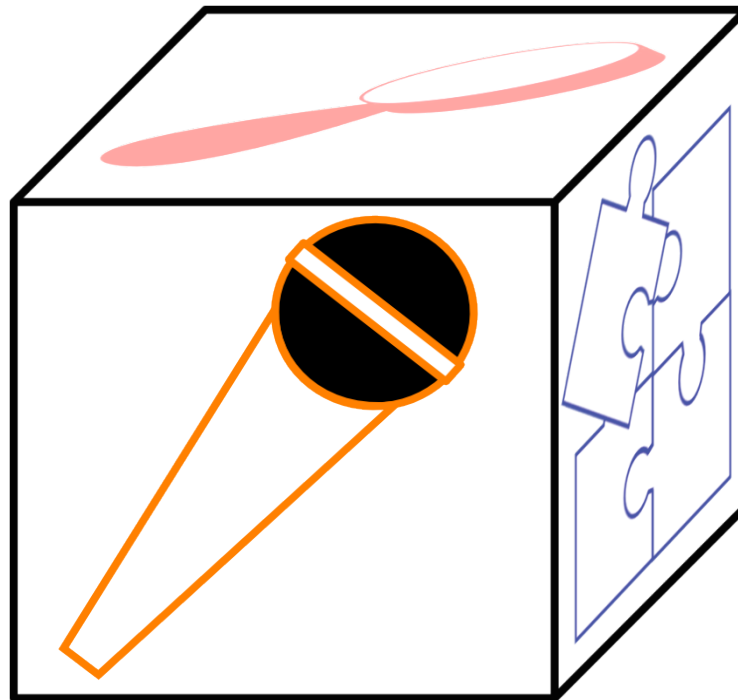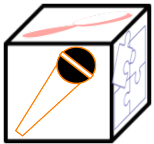
1. *Frame your story*

Adapt the concept of Fairy Tale structure , so as to have a solid base to catch the attention of the audience during your future talks by linking emotions with your insights. For that, define the 4 elements of story telling, i.e. the message, the conflict, the characters and the plot. Brainstorm each element.

1- The message: ideological / moral statement. Central theme throughout your story. Link to your POV
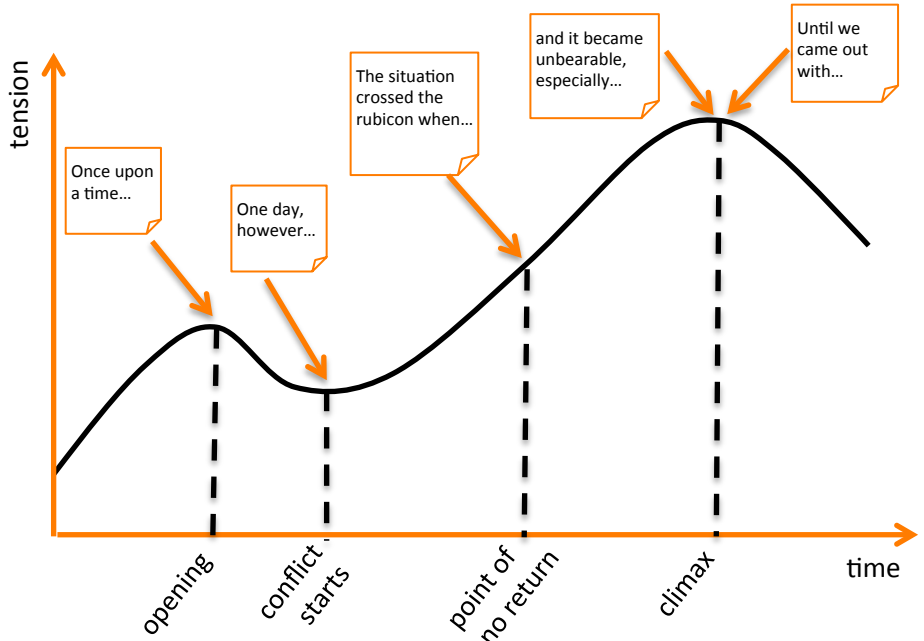
2- The conflict: things never turn out as thought. Relate to your SWOT analysis to specify the barriers/obstacles you had to break/overcome.
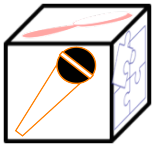
3- The characters: all participants influencing or influenced by the project (stakeholders). Place post-its with name of your characters on the different pictograms.

Your benefactor(s)

Your beneficiary(ies)

Your supporter(s)

Your hero

Your adversory(ies)
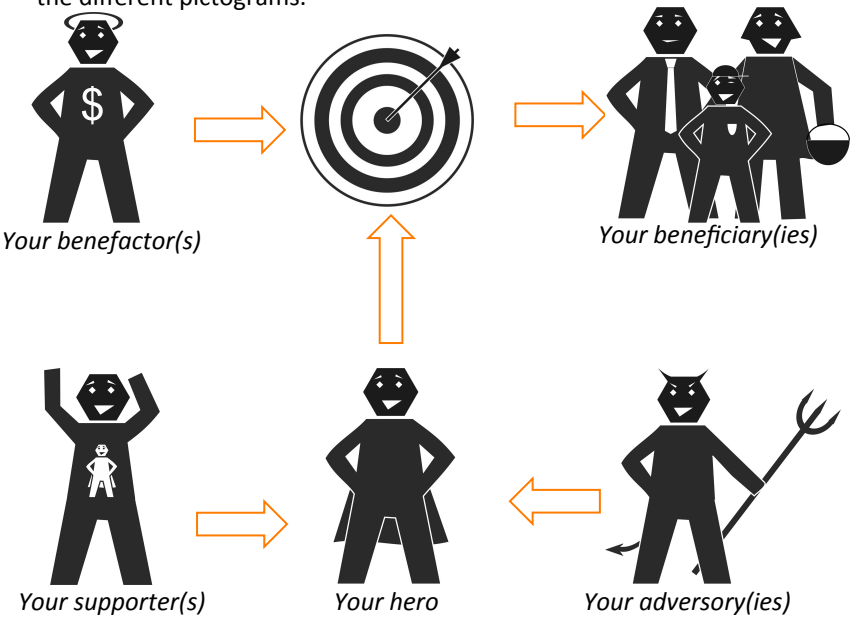
4- The plot: selection of event you choose to tell. This ultimately includes conflict event, as in the tension vs. time diagram

tension

Once upon a time…

One day, however…

The situation crossed the rubicon when…

and it became unbearable, especially…

Until we came out with…

opening

conflict starts

point of no return

climax

time

2. Adapt to your audience

Your audience can engage with stories in different ways. As storytellers (ST), you have to take this into account.
Use post-its to place on the diagram your key stakeholders from you stakeholder cloud (one post-it color) and then think of the adapted users experience from story playground (use another post-it color).

Stakeholder cloud: people you want to reach (communicate your problem, show your idea, sell your idea!...)

Active media usage

Step 1: Associate your key stakeholders with audience categories.

Small audience. High degree of literacy (hackers, samplers, movie makers)

Creators

ST role
try to get them inspired by your story and have a go with its exploration.

Think they know more than you. Test your story, explore every corner of it.

Experts

ST role
provide experts with rich layer of content and possibilities to contribute with ideas and opinion.

Your ambassadors. Love your story. Evangelize it, can support your project

Control by the authors

Freedom of the users

Fans

ST role
challenge fans make them feel special. Reward them with exclusive story insights.

Through social network, they can make strong reach to your story

Social audience

ST role
create short stories to share and spread

The majority of the audience

Passive audience

ST role
build stories that they consume like that (e.g. press release, movie…)

Passive media usage

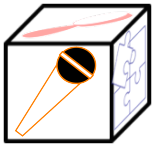**Step 2:** Associate target audience with fields from story playground.

Story playground

Fiction *(story)*
Interaction *(Game)*
Participation *(user impact)*
Reality *(event)*

Pecha kucha, elevator pitch, speed geeking or simply standard oral presentation. It is always good to come with a storyboard.