

Storytelling canvas

The **storytelling canvas** will help you construct a story to share knowledge and information that your team can understand and care about.

It allows you to design your change story in your own time, or collectively with your team, using visual and engaging elements.

Overview

Start by deciding a title and **subject** - describe your change project.

Describe your **goal** or desired outcome.

Consider who your **audience** is (e.g. employees, suppliers, customers).

Understand how your audience feels and thinks now (**before** hearing your story). What might your audience want from your story? What is the circumstance you're addressing?

Set the scene by creating a context (based on emotion, ethics or facts) that helps the audience understand why you're making changes.

Make your point: What is the main message you want to get across to help support a mindset change with your audience? Explain how the change will create benefits and help you meet your goals. Demonstrate you understand how the change journey will impact your audience.

Make your **conclusion**: What are the arguments, facts and anecdotes from your story they should remember?

Collect feedback from your audience. Ask how they feel, what they think and what else they want to know after hearing the story.

Instructions

1. Before you start:

- Decide on the format that suits you:
 - print a large copy of the template and hang on the wall
 - download the template and complete on your computer or project onto a screen.
- Have plenty of sticky notes and pens ready.
- Allow around 45-60 minutes of undisturbed time.

2. Create the story:

- Identify arguments to help create a pro-change attitude with the people you're going to talk to. Make sure you have a list of rational, emotional and ethical points. Provide evidence that change is necessary. Do you have examples or anecdotes that will help convince your audience?
- There are different tactics and techniques that you can use to plot your audience's journey through the story. Focus on finding as many of these as you can, and don't worry about the order of them. These could include facts and figures, anecdotes, examples and arguments.

3. Next steps:

- Review the canvas. Are you missing anything? Does it make sense?
- Save or take a photo of the completed canvas to review in the future.
- Discuss with your support network (family, friends and colleagues).
- Choose a time and place to present the story to your team and sell your vision for change.

Use the storytelling canvas to put equal emphasis on the personal and team elements of working through change. This can:

- improve your chances of making successful changes
- improve the confidence of you and your team
- build resilience within your team
- create a pro-change attitude.

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<div>● Subject</div> <div>What is the story about?</div>	<div>● Goal</div> <div>What do you want to achieve with this story?</div>		<div>● Audience</div> <div>What is your story's audience? What are their needs, pains, gains, job(s)-to-be-done?</div>	
	<div>● Purpose</div> <div>What is the purpose of your story? Your story can only have one purpose.</div> <div><input type="checkbox"/> Explore <input type="checkbox"/> Explain <input type="checkbox"/> Inspire <input type="checkbox"/> Persuade</div>			
<div>● Before</div> <div>What does your audience think, feel, want, before they have experienced your story?</div>	<div>1. Set the scene</div> <div>What do you need to introduce? What should be set up or explained?</div>	<div>2. Make your point</div> <div>The audience's a-ha moment.</div>	<div>3. Conclusion</div> <div>The end of your story. What is the conclusion? What is your call to action?</div>	<div>● After</div> <div>What does your audience think, feel, know, want after they have experienced your story?</div>