

Business Storytelling preparation

YOU'LL NEED...



TIME
15–30 minutes.



GROUP SIZE
2–10 people.



TEXTAS



TEMPLATE

AUDIENCE

- Who are we presenting to?
- What are their expectations?

KNOWLEDGE

- How much is known about what we are communicating?

KEY MESSAGES

- What are the top 3 to 5 messages?

OUTCOME

- Why are we communicating?
- What outcome are we to achieve?

TIME

- How much time do we have?
- How often will we present?

STORY FLOW

	Messages	Who	Time
Opening	<ul style="list-style-type: none"> • A strong opening hook, purpose of the work, problem to solve etc. 		
Act 1	<ul style="list-style-type: none"> • Key message 1: interesting insight, what do we do about it. 		
Act 2	<ul style="list-style-type: none"> • Key message 2: interesting insight, what do we do about it. 		
Act 3	<ul style="list-style-type: none"> • Key message 3: interesting insight, what do we do about it. 		
Conclusion	<ul style="list-style-type: none"> • Summary and opening to questions. 		
Questions	<ul style="list-style-type: none"> • Remember to prepare questions for audience also. 		

CONTEXT

- What is the context within which we are presenting?
 - Political
 - Social
 - Economic
 - Environmental
 - Strategic
 - Tactical
 - Religious
 - Technological

PROCESS

- Is there a process before, during or after presentation? eg. briefing notes, special handshakes, bowing, seating arrangements etc.

LOCATION

- Where are we presenting?
- Do the facilities, technology, room size, seating arrangements suit our needs?