

Using Storytelling Strategies to Write Compelling Scenarios

Scenario Design Model



Selecting and Shaping Stories

Enhance your scenarios with storytelling techniques.



CONNECT

Use stories to connect people, ideas, and experiences.



RELEVANCE

Use stories to convey a clear, core message that speaks to a universal truth.



CHANGE

Use stories to show change in people, perspective, or circumstance.



ENTERTAIN

Use stories to create a pleasurable experience.

Story Spine

Use the Story Spine to structure your stories.

Once upon a time . . .

Every day . . .

But, one day . . .

Because of that . . .

Because of that . . .

Until, finally . . .

And, ever since then . . .

For more storytelling job aids, visit www.storytrainingonline.com.