



Storytelling Template

What

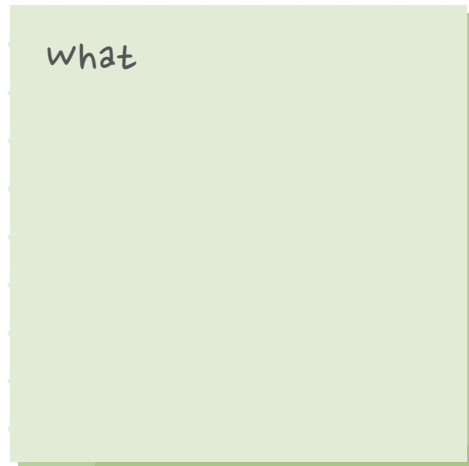
A template to help organise what you want to say and the story you want to tell.

Why

Storytelling is a powerful way to communicate, capture attention, and catalyse ideas. A well-organised story resonates with audiences and fosters connections.

How

Fill in the template³⁹ to capture why you are telling a story, who the story is for, and how all the pieces of the story fit together to inspire action.



We are here to help! [Reach out if you have any challenges or questions.](#)





Storytelling Template

Purpose

What is the purpose of the story? What type of story?

Audience/Persona

Why do they care (or not)?

Hook

What will capture your audience's attention to bring them into this story?

Beginning

Who is the main character, what makes them authentic and how to set the scene?



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Middle

What challenges did they encounter along the way?

Ending

How did your organization solve the challenge or help in the main character's transformation?

Emotion

What emotion do you want the audience to feel after experiencing your story?

Call to action

What is the one thing you want your audience to do after experiencing your story?

