

StoryBuilding Canvas

Part I: The Audience Journey

My Primary Audience is:

By the end of the story, I want them to:

Think:

Feel:

Do:



From-To Think-Do Matrix

	FROM	TO
THINK		
DO		

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Part II: Story Banking

Keeping your audience in mind, quickly write down as many story ideas as possible in 7 minutes. Don't worry about the details yet!

What happened?	What was important about this moment?	What impact will this story have on your audience?

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Part III: Building a Story

*Pick a story lead from your bank
and build it out!*

The Set Up: *So, there I was. . .
(time, place, letc.)*

The Need: *AND I wanted. . .*

The Obstacle: *BUT something
was in the way. . .*

The Choice: *THEREFORE we. . .*



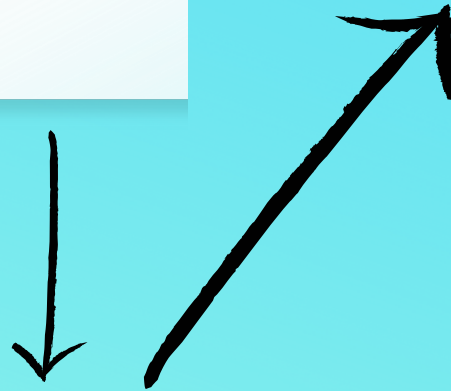
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Part III: Building a Story Continued

And so: *As a result. . . (data and a larger vision can go here!)*

Invitation: *Now we need you to. . .*

Insight: *We learned. . .*



Emotional Data / Sense Memories:

Joy. Lightness. Beauty. Anger
Grief. Heavyness. Sweat. Trepidation
Fear. Warmth Shaking. Excitement
Belonging. Nervousness