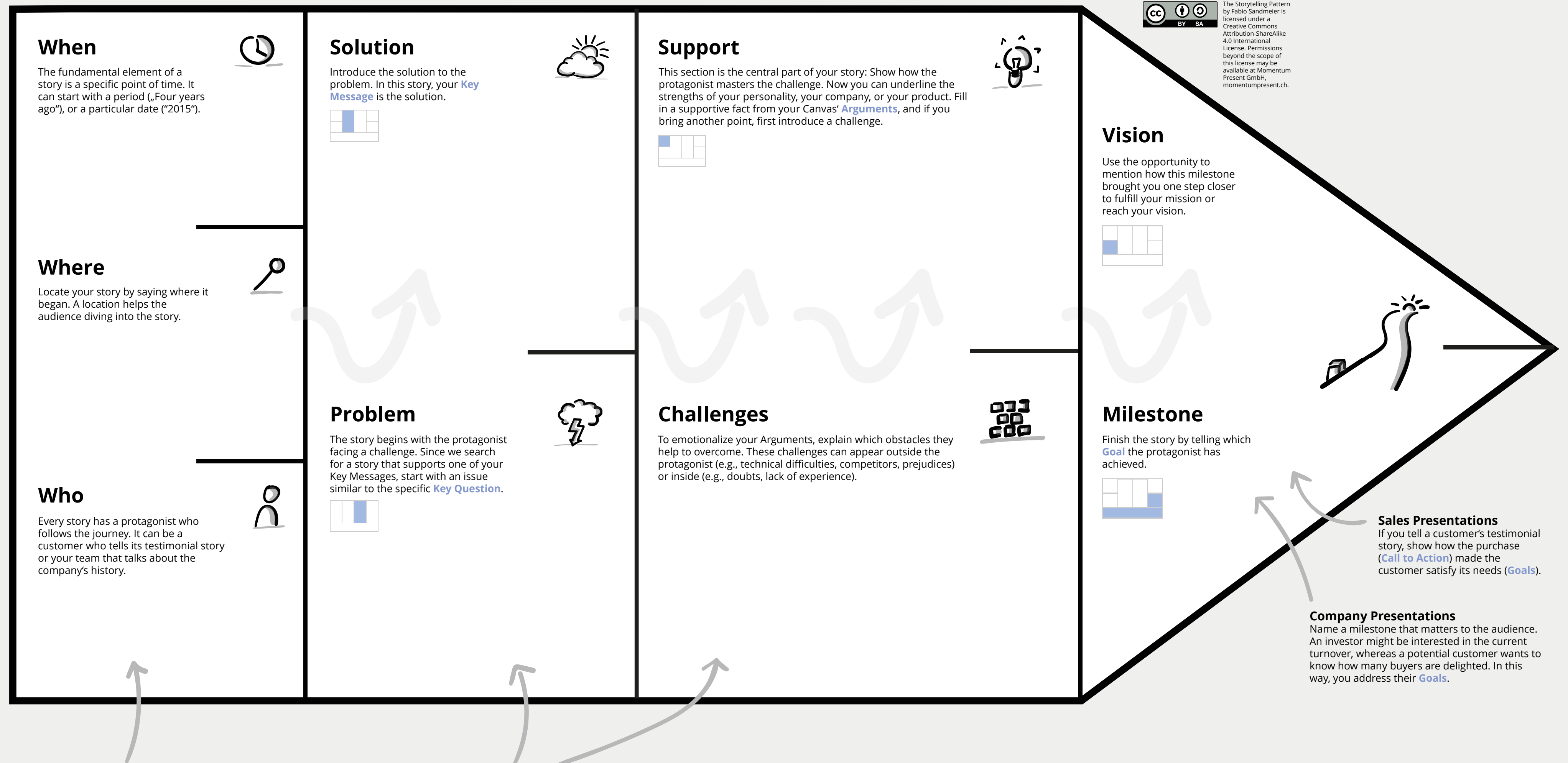


# The Storytelling Pattern

Create compelling presentations and videos by telling a story. How do you pick the right story that gets to the point and creates the desired emotions? Start with the building blocks from your **Key Message Canvas** and follow the pattern.



## Where do you find stories?

Real events are the basis of the most compelling stories. If you pitch an idea that has not created any traction yet, make up a fictive person (e.g., „This is Jim.“) and tell how he profits from the idea.

**Not all elements are always necessary.**

The storytelling pattern emotionalizes your Arguments by creating several gaps between „How it is.“ and „How it should be.“, which can make your audience change its opinion. If you only need to illustrate a fact, choose the **lean storytelling pattern**: You start with a clear initial situation and continue in chronological order.



**Join the Lean Presentation Movement.**

Contribute to a Canvas that helps people giving great presentations. Let's make our meetings more engaging and allow people with game-changing ideas to express themselves. Learn from the world's best storytellers and share your best practice on [www.KeyMessageCanvas.com](http://www.KeyMessageCanvas.com)