# 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.



#### When

The fundamental element of a story is a specific point of time. It can start with a period ("Four years ago"), or a particular date ("2015").



Introduce the solution to the problem. In this story, your Key Message is the solution.



### Support

This section is the central part of your story: Show how the protagonist masters the challenge. Now you can underline the strengths of your personality, your company, or your product. Fill in a supportive fact from your Canvas' Arguments, and if you bring another point, first introduce a challenge.



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#### **Vision**

Use the opportunity to mention how this milestone brought you one step closer to fulfill your mission or reach your vision.



#### Where

Locate your story by saying where it







began. A location helps the audience diving into the story.





The story begins with the protagonist facing a challenge. Since we search for a story that supports one of your Key Messages, start with an issue similar to the specific Key Question.



## **Challenges**

To emotionalize your Arguments, explain which obstacles they help to overcome. These challenges can appear outside the protagonist (e.g., technical difficulties, competitors, prejudices) or inside (e.g., doubts, lack of experience).



#### Milestone

Finish the story by telling which Goal the protagonist has achieved.



#### **Sales Presentations**

If you tell a customer's testimonial story, show how the purchase (Call to Action) made the customer satisfy its needs (Goals).

#### **Company Presentations**

Name a milestone that matters to the audience. An investor might be interested in the current turnover, whereas a potential customer wants to know how many buyers are delighted. In this way, you address their Goals.



Every story has a protagonist who follows the journey. It can be a customer who tells its testimonial story or your team that talks about the company's history.





# 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