One storytelling structure
THAT WORKS



SITUATION



CHALLENGE



DECISION/ LEARNING



ACTION



RESULT



SITUATION

When: Day, Month, Year

Where: location

A **real person:** you, a colleague, a customer

What do they
want, need, think, feel?


Canon
WIDE
IMAGING
STEREO













SITUATION **CHALLENGE** **DECISION/ LEARNING** **ACTION** **RESULT**





CHALLENGE

What's happening for **real people?** What **problem** do they face?

What's the **result?** Lost time? More cost? Re-work? Over-whelmed?

Can you **quantify** the **result?**



CHALLENGE

An **honest assessment** can create **vulnerability:**

but can be powerful and honest, creating **trust.**



PAIN

"We need to move our 6 data systems into one combined system"



PAIN

"Every day, I travel 1 hour by train…"



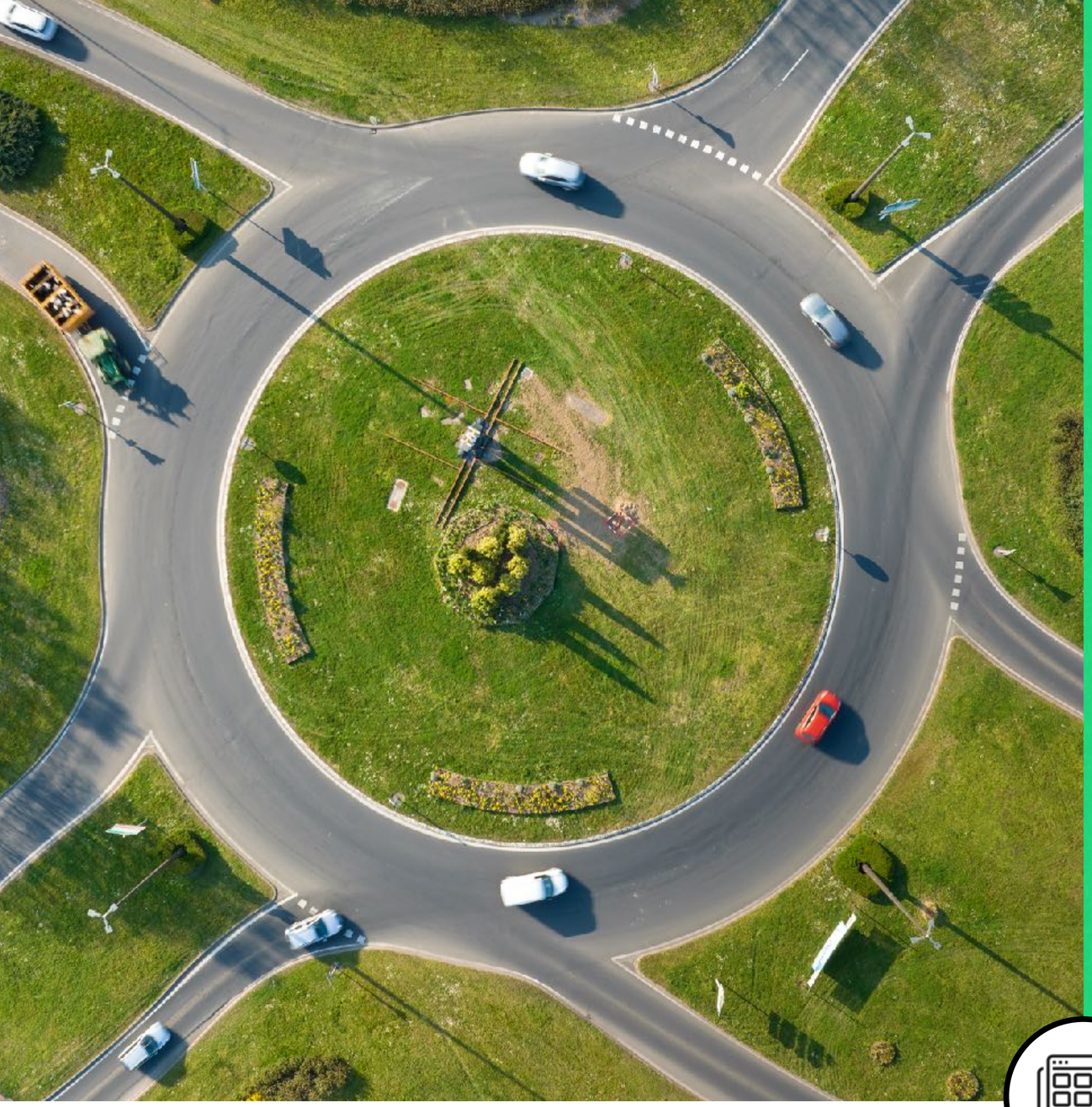
PAIN

"**Every day** I travel **1 hour** by train…"

I waste **3 hours** per week

Over **100 people** struggling with the same problem

Costing the company **13,000 hours every year** - and **hundreds of thousands of Euros per year**



LEARNING/ DECISION

Beliefs, Values,
What You Stand For.

The Why!

Especially at times of maximum **stress**, these are formed, or guide your **Decision Making**



ACTION

What **action** came/will come next? Thinking, Doing.

Easy? **Difficult?**

One path, or **iterations?**

Did/will anyone **help?**



RESULT

Does not have to be a **perfect** outcome

Steps **forward** towards **change**



RESULT

Perfect?
Partially good? **Terrible?**

You knew it was the **right path,** you just needed to improve the process… and you **Go Again**