



NAME..... DATE..... RATING OUT OF 10.....

TITLE: SEVEN STORIES

QUOTE: “Great stories happen to those who can tell them”
Ira Glass

OBJECTIVES FOR THE WEEK:

Look at your industry and products, there are only so many stories. Break down the different events you have: New product, improved product, revised brand etc and see what the underlying story is.

You can then use this to create a base of your storytelling and make it much better.

List out your different stories and reference them every time you are looking at communicating.

RESULTS:

