

Influencing with Story™

Story Spine



INFLUENCING
WITH STORY™

We are all heroes on our own journeys. You can either let your story unfold or you can create a story that inspires you to move in a new direction. Hope is our superpower for creating positive change, and the story we envision is our roadmap and inspiration to deliver on that change.

DIRECTIONS

Use the structure below to create your story!

- 1 Once upon a time...**
 Introduction to setting and characters
- 2 Every day...**
 The Current State
- 3 BUT ONE DAY...**
 Inciting Incident, the moment that sets the hero on a new path
- 4 Because of that...**
 This is the heart of the story, the struggle that ensues from the inciting incident and the resolutions to those struggles
- 5 Until finally...**
 The Resolution
- 6 And ever since then...**
 The Future State
- 7 The moral of the story is...**
 The Lesson

