

C

CONTENT

**Why**  
 WHAT ARE THE KEY ISSUES OR DRIVERS FORCING THIS CHANGE?  
  
 Identify the personal objectives and benefits to the individual and wider groups.

**What**  
 WHAT ARE THE THINGS THAT MUST BE CHANGED?  
  
 Identify the priorities.  
 Identify the relationships between the things that need changing.  
 Link to the objectives and benefits.

**How**  
 WHAT ARE THE ACTIVITIES THAT MUST BE DONE FOR THE CHANGE TO HAPPEN?  
  
 Identify the sequence and relationships.  
 Define the events that start each activity and the specific changes at the end of each activity.  
 Link to the things that need changing.


**What If**  
 WHAT WILL THE FUTURE BE LIKE IF THE CHANGE IS SUCCESSFUL?  
 WHAT WOULD HAPPEN IF THERE IS NO CHANGE?  
  
 Identify the risks or hazards that might need to be overcome in the change.  
 Describe the alternative futures. Are these relevant to the story?

A

AUDIENCE

**Who**  
 WHO ARE THE KEY INDIVIDUALS OR GROUPS INVOLVED IN THE CHANGE?  
  
 For each of the *Why*, *What*, *How* and *What If* identify all the people who should be considered for the audience and for a role in the story.  
 Identify the specific decision makers who need to agree to the change.

**Learning and Decision Styles**  
 WHAT IS THE BALANCE NEEDED BETWEEN EDUCATION AND SETTING THE SCOPE FOR DECISIONS TO BE MADE?  
 HOW DOES THIS VARY FOR THE DECISION MAKERS AND THEIR KEY INFLUENCERS?  
  
 Identify the relevant and important learning and decision styles.  
 Learning: Meaning; Concepts; Skills; Adaptations.  
 Decision: Directive; Analytical; Conceptual; Behavioural.



S

STORY

**Structure**  
 WHAT IS THE FRAMEWORK FOR THE STORY?  
  
 Concepts: Timeline; Geographical; Analytical; Functional; Comparison; Conflict; Metaphor.

**Character**  
 WHO OR WHAT ARE THE KEY CHARACTERS?  
 WHAT ARE THE FACTORS THAT WILL ALLOW THE AUDIENCE TO EMPATHIZE WITH THE CHARACTERS?  
  
 Describe the characters.  
 Identify their motives and personalities.  
 Use anthropomorphism for inanimate entities being identified as characters.  
 Character types: Hero; Villain; Helper; Donor; Dispatcher; Princess; False Hero.

**Sense of Urgency**  
 WHY SHOULD YOUR AUDIENCE MAKE A CHOICE TO SUPPORT THE CHANGE NOW?  
  
 Factors: Obsolescence; Regulation; Management decision; New opportunities; Fear of loss; Disruptive competition; Compassion; Challenge.

**Delivery Plan**  
 WHAT IS THE SEQUENCE OF PEOPLE, PLACES AND EVENTS TO TELL THE STORY FOR THE AUDIENCE?  
 WHAT IS 'THE ASK' IN EACH TELLING TO MOVE TO THE NEXT STEP?  
  
 Time to decision: Repetition; Elapsed time; Consistent; Automatic.  
 Influence: Reciprocity; Liking; Scarcity; Social Proof; Authority; Commitment and consistency.

T

TELL

**Design**  
 WHAT ARE THE RELEVANT FORMATS FOR THE VISUAL CONTENT?  
 ARE THERE CULTURAL, ORGANIZATION OR PERSONAL EXPECTATIONS FROM THE AUDIENCE?  
  
 Delivery formats: Whiteboard; Infographic; Presentation; Report; Audio; Video  
 Delivery styles: One-to-one; Small audience; Large audience; Offline distribution.

**Test**  
 WHAT IS THE TARGET LEVEL OF COMPREHENSION AND BACKGROUND INFORMATION REQUIRED FROM THE AUDIENCE?  
 WHO SHOULD BE INCLUDED IN THE TESTING OF THE STORY? WILL IT HELP TO INVOLVE KEY MEMBERS OF THE AUDIENCE?  
  
 Test factors: Validity of data; Integration of evidence; Clear causality; Path to decision; Alignment of goals; Unintended consequences.