

STORYTELLING CHECKLIST

THESE 9 ESSENTIAL ELEMENTS WERE DEVELOPED BY DR. KENDALL HAVEN AS HE MEASURED BRAIN ACTIVITY IN LISTENERS.

CHARACTER	<p>Do I have essential characters identified in this story? Who will my audience identify with? Who is the protagonist? Me? Another person I've worked with in the past? The audience I'm talking to?</p>	<p>Are the audience and me aligned with the character(s) I'm highlighting or will this character pull them out of the story?</p>
CHARACTER TRAITS	<p>Do I include descriptions of characters that will shape attitudes of my audience and help them relate to my characters?</p>	<p>Remember: What's personal is universal. Names. Ages. Relationship to the teller.</p>
GOALS	<p>Have I clarified what the character(s) want or need?</p>	<div data-bbox="893 929 1053 1086"> </div> <p>INTERESTED IN LEARNING MORE? Visit www.RooftopLeadership.com or scan the QR code to visit our website</p> <p>INTERESTED IN BRINGING ROOFTOP LEADERSHIP TO YOUR ORGANIZATION? Contact Earnest Smith, Business Development Manager earnest@rooftopleadership.com (727) 743-9773</p>
MOTIVE	<p>Have I identified What the character is physically doing to meet her needs?</p>	
PROBLEMS & CONFLICTS	<p>Have I identified the obstacles and tensions things standing between the character and his goal?</p>	
RISKS & CONSEQUENCES	<p>Have I clarified the likelihood of failure (risk)? Have I clarified the consequences of failure (danger)?</p>	<p>Combined, these form the stakes of the story. The listener needs to know what the stakes are, as this builds tension - the primary source of audience excitement.</p>
STRUGGLE	<p>Have I created a sequenced journey to overcome problems and conflicts culminating with facing the greatest obstacle/conflict?</p>	<p>Remember: Struggle is a biological necessity of the human condition; however, to include it in storytelling, requires generosity of your scars. Without struggle, your audience will turn on you.</p>
RESOLUTION	<p>What happened in relation to the character meeting his goals? Is there closure around the goal?</p>	<p>Was the goal achieved? Not achieved? In addition to outcome, how did the character(s) change or learn in relation to the goal.</p>
DETAILS	<p>Storytelling is the transfer of imagery from the mind of the teller to the mind of the audience. They are essential to narrative transpiration. Details transport the listener into the story. Sensory details around the five senses work very well here. We don't need a lot of details, but we need the right details. This comes with practice by using the "imaging phase" of the Narrative Story Birthing Framework. Then telling it to a story partner to get feedback on the imagery details.</p>	