

Elements of a Good Story



Who is the Lead Character in Your Story?

Use yourself

- To humanise yourself
- To demonstrate your values, tell what's important to you, or show a different side of yourself
- To show you listened
- To show you make (and learn) from your mistakes
- To add humour or personality, or lighten up a heavy topic

Use someone else

- To see the future by looking at the past
- To show worldliness
- To transcend your industry or category
- To paint a picture of your vision or mission
- To show sensitivity to an audience's culture or community
- To show what should not happen