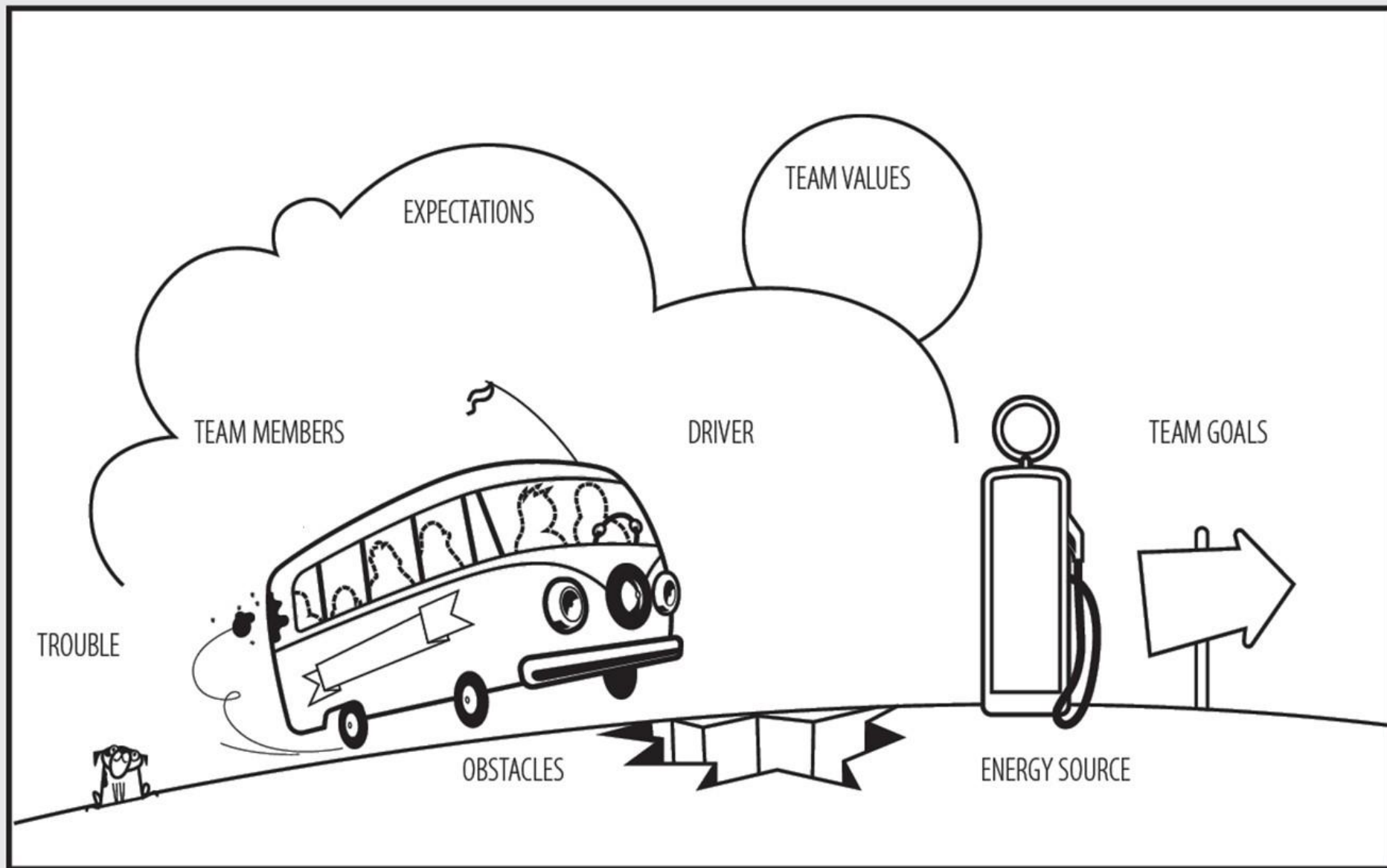
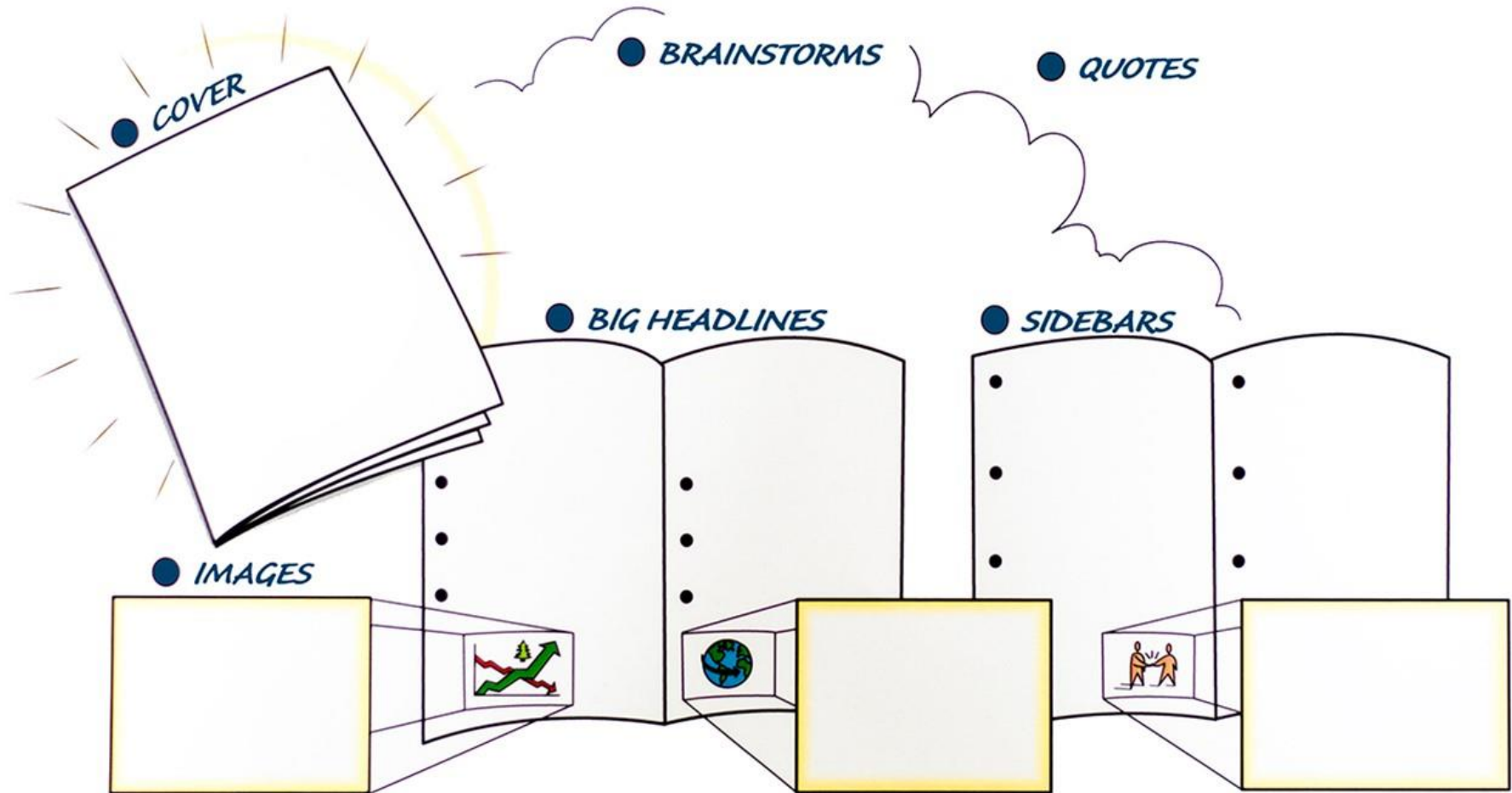


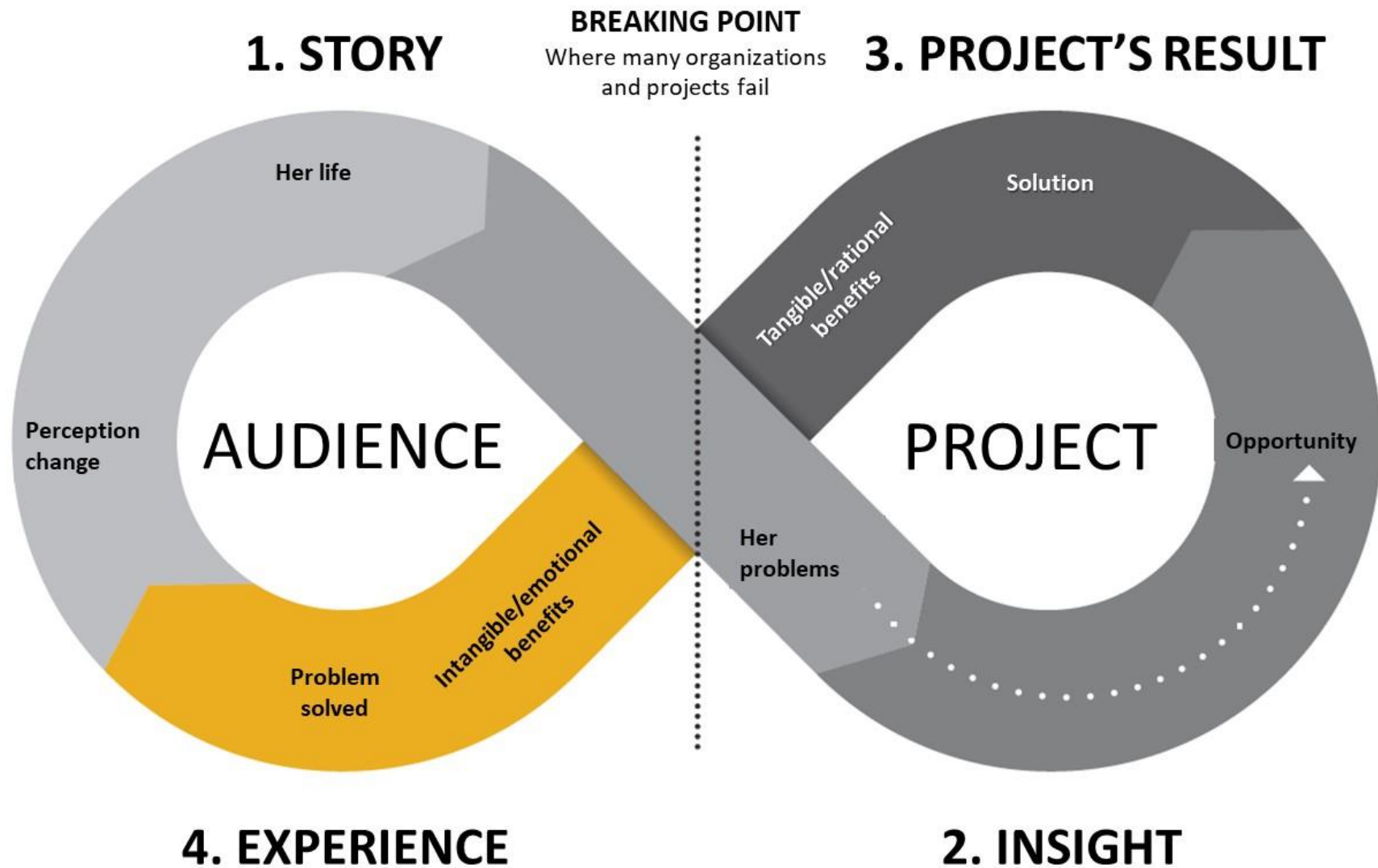
TEAM CHARTER CANVAS



COVER STORY VISION CANVAS



THE STORY STRATEGY BLUEPRINT



Persuasive Storytelling Canvas

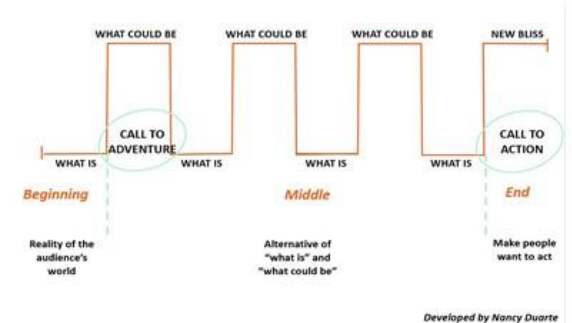
Information

Who?	What?	When?	Where?	Why?	How?
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Audience

The Target Audience

What is the purpose of the presentation? What we want to accomplish?



The Story

Beginning
 Which is the present situation? What is the problem/need our audience have or the world? How it could be? The basic "key message". Call to adventure.

Middle
 The first challenge/issue which exists.
 The first vision of how it could be.

Middle
 The second challenge/issue which exists.
 The second vision of how it could be.

Middle
 The third challenge/issue which exists.
 The third vision of how it could be.

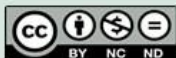
The Story

Middle
 The fourth challenge/issue which exists.
 The fourth vision of how it could be.

Middle
 The sixth challenge/issue which exists.
 The sixth vision of how it could be.

Middle
 The present situation (what we said at the start). It's a worldwide problem. It concerns other people also.

End
 Proposal of how it could be. Call-to-Action.



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