

From Message to Movement:

Speaking for Influence

STORYTELLING FRAMEWORKS

FRAMEWORK	STRUCTURE	TIPS	WHY IT WORKS
<p>AND, BUT, THEREFORE <i>Highly adaptable and effective across settings</i></p> <p>Best for short speeches, elevator pitches, media interviews</p>	<p>And: Establish context and agreement But: Introduce tension or conflict Therefore: Resolve with insight or action</p>	<ul style="list-style-type: none"> ▶ Keep it tight: 1 or 2 sentences per section ▶ Use contrast to heighten engagement ▶ Make the “Therefore” actionable and memorable 	<p>Neurologically efficient; easy to process and remember</p> <p>Creates momentum and persuasive framing</p>
<p>PINPOINT, AGITATE, SOLVE <i>Excellent for motivating action and urgency</i></p> <p>Best for persuasive pitches, change management, public policy</p>	<p>Pinpoint: Identify a relatable issue Agitate: Highlight consequences or emotional impact Solve: Offer a solution or call to action</p>	<ul style="list-style-type: none"> ▶ Use emotional language to deepen urgency ▶ Include data or anecdotes for credibility ▶ End with a clear next step 	<p>Taps into emotional and logical reasoning</p> <p>Creates tension that demands resolution</p>
<p>SIMPLIFIED HERO’S JOURNEY <i>Ideal for illustrating transformation and growth</i></p> <p>Best for leadership stories, team development, values-driven messaging</p>	<p>Setup: Introduce the ordinary world and challenge Struggle: Show resistance, obstacles, and growth Turning Point: Highlight the breakthrough moment Outcome: Reveal the result or insight gained Return: Deliver the message or lesson</p>	<ul style="list-style-type: none"> ▶ Use vivid moments to show change ▶ Keep the arc tight and focused ▶ End with a takeaway that connects to your audience 	<p>Follows a familiar narrative arc</p> <p>Builds emotional resonance and relatability</p>
<p>CLASSIC STORY ARC <i>Great for building emotional resonance and message clarity</i></p> <p>Best for full-length presentations, keynote storytelling, strategic messaging</p>	<p>Hook: Spark curiosity with a fact, question, or scene Conflict: Introduce the challenge or tension Development: Explore the journey and learning Resolution: Share the breakthrough or result Takeaway: Reinforce the message and inspire action</p>	<ul style="list-style-type: none"> ▶ Use before-and-after comparisons ▶ Introduce characters to humanize the story ▶ End with a quote, challenge, or reflection 	<p>Provides structure and emotional depth</p> <p>Keeps audiences engaged from start to finish</p>



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AND, BUT, THEREFORE

(AND)

Our wetlands have long been a sanctuary for migratory birds and a natural buffer against flooding, a quiet hero in our ecosystem.

BUT

in the past five years, unchecked development has drained marshes and disrupted habitats, leaving entire species without refuge.

THEREFORE

we must act now to preserve these vital ecosystems through community-led conservation efforts that restore balance and protect biodiversity

SIMPLIFIED HERO'S JOURNEY

SETUP

A park ranger noticed fewer birds each season.

STRUGGLE

Despite limited resources, she began tracking patterns and rallying volunteers.

TURNING POINT

One day, a rare species returned. A hopeful sign of recovery.

OUTCOME

The team celebrated, knowing their efforts mattered.

RETURN

She now teaches others how small actions can restore balance.

PINPOINT, AGITATE, SOLVE

PINPOINT

Plastic pollution is choking our rivers.

AGITATE

Every week, volunteers pull bags of debris from the water, but fish populations are declining and families downstream are losing access to clean drinking water.

SOLVE

By launching a local waste reduction campaign and partnering with schools and businesses, we can cut pollution at the source and begin to heal our waterways...together.

CLASSIC STORY ARC

HOOK

Did you know one tree can support hundreds of species?

CONFLICT

But deforestation is erasing entire ecosystems.

DEVELOPMENT

We partnered with local schools to plant native trees.

RESOLUTION

Within a year, biodiversity began to rebound.

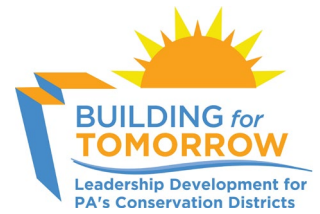
TAKEAWAY

Every tree tells a story and every story can spark change.

EXAMPLES



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The Spark Behind the Message

Some presentations linger in our minds long after they end. More often than not, it's because the presenter told a story. Human cognition is naturally attuned to narrative. While facts and data are essential, they become significantly more memorable and meaningful when presented within a story structure.

Stories provide context, emotional depth, and relevance. They help audiences make sense of complex ideas and connect with the speaker's message. In professional settings, storytelling is not merely a creative flourish. It is a strategic communication tool. A well-crafted story can clarify technical content, foster connection, and drive a message home for lasting impact.

To begin crafting a story that resonates:

- **Clarify your purpose.** What do you want your audience to think, feel, or do by the end? This intention will guide your narrative choices.
- **Design for your audience.** Your story exists to serve them. Make it relevant, emotionally resonant, and grounded in their reality.
- **Reflect and iterate.** Storytelling is a skill developed through practice. Seek feedback, revise thoughtfully, and refine your delivery over time.

Ultimately, anyone can become a compelling storyteller. It's not about innate talent. It's about the willingness to learn, practice, and grow.

Now let's move into the practical part...

In the next section, you'll find a breakdown of the storytelling frameworks we covered in the training, along with real-world examples to help you see how each one works and how you might use them in your own story.