

 Subject

 Goal

 Audience

☐ Explore

☐ Explain

☐ Inspire

☐ Convince

 Before the story

1


Setting the scene


2

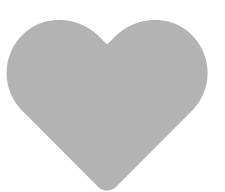
Make your point


3

Make your conclusion

 After the story

 Ethics and authority

 Emotion and empathy

 Facts and logic

Based on the 30X Storytelling Canvas