

ideactio | A Strategic Design Firm

Storytelling Framework



Stories are meant to be told, not hidden

ideactio | A Strategic Design Firm

Storytelling Framework

Canvas

1. AUTHENTICITY

How can you tell stories true to your brand and purpose? Look in the mirror [self]



2. LISTENING

How can you tell stories that resonate with customers? Who is it for [customer]



3. RELEVANCE

How can you align stories with current context?

Value for the customer [value]



4. LIVE THE PROMISE

How can you tell stories that show your values?

Don't just talk, show [actions]



5. VIRALITY

How can you tell stories that others want to re-tell for you? Do people talk about it? [sharing] Outcome: Story Idea & Medium



Instructions

This storytelling framework can inspire you and help you to tell meaningful stories to connect with your customers.

- 1. This tool is best used collaboratively, with 2-6 people
- 2. Answer both questions in each template before moving on
- 3. Spend 10-15 minutes on each template
- 4. Anyone should speak their thoughts and ideas
- 5. Once finished, write stories and create visuals according to your new ideas.



AUTHENTICITY

LOOK IN THE MIRROR [SELF]

Example: We believe in teamwork and collaboration Example: Tell stories about how all our people work together to make the customer happy	<mark>A.</mark>	What is one authentic thing about your brand you would like to talk about in a story?	B. How can you tell stories true to your brand and purpose?
	Exai		Example: Tell stories about how all our people work



LISTENING

WHO IS IT FOR [CUSTOMER]

A. Who is your customer/audience, what is important to them?	B. What message will connect with them (craft a message and describe)
Example: The customer desires reassurance of safety	Example: We need to tell stories about the various ways of how we ensure safety
	1





VALUE FOR THE CUSTOMER [VALUE]

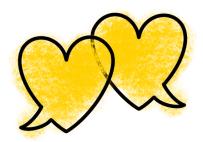
A. What are the behaviors that are different in current context?	B. How can you align stories with current context?
Example: Everyone is stuck at home	Example: We need to tell stories about how our product can be used at home



LIVE THE PROMISE

DON'T JUST TALK, SHOW [ACTIONS]

A. What are the values that you want to represent?	B. How can you demonstrate these values with your actions?
Example: Community responsibility	Example: Monthly volunteering work by all staff members
	• • • • • • • • • • • • • • • • • • • •





DO PEOPLE TALK ABOUT IT? [SHARING]

Example: My customers are families, who love to share photos of their family members online Example: Encouraging customers to share photos of the great time they have using our product with their family	A. What are the stories that your customers like to share?	B. What are the stories that others will re-tell about your brand?
		the great time they have using our product with their



Don't stop listening, listening is learning.

