





**Stories are  
meant to be  
told, not  
hidden**

# 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]

A. **What** is one authentic thing about your brand you would like to talk about in a story?

*Example: We believe in teamwork and collaboration*

B. **How** can you tell stories true to your brand and purpose?

*Example: Tell stories about how all our people work together to make the customer happy*





# LISTENING

## WHO IS IT FOR [CUSTOMER]

A. **Who** is your customer/audience, **what** is important to them?

*Example: The customer desires reassurance of safety*

B. **What** message will connect with them (craft a message and describe)

*Example: We need to tell stories about the various ways of how we ensure safety*





# RELEVANCE

## VALUE FOR THE CUSTOMER [VALUE]

A. **What** are the behaviors that are different in current context?

*Example: Everyone is stuck at home*

B. **How** can you align stories with current context?

*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?

*Example: Community responsibility*

B. **How** can you demonstrate these values with your actions?

*Example: Monthly volunteering work by all staff members*







# VIRALITY

## DO PEOPLE TALK ABOUT IT? [SHARING]

A. **What** are the stories that your customers like to share?

*Example: My customers are families, who love to share photos of their family members online*

B. **What** are the stories that others will re-tell about your brand?

*Example: Encouraging customers to share photos of the great time they have using our product with their family*







**Don't stop listening,  
listening is learning.**




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