Story Planner

Planning Goal — Help find the "just right" solution

Lead-in	Raw Material (what the data shows)	Shape the Story (bring the data to life)	Bring it home
There are a lot of options, and the decision you're trying to make is similar to another situation I'm familiar with…	**What (the event)** Goldilocks finds a house with 3 bowls of porridge, 3 chairs, and 3 beds **Who** Goldilocks, 3 bears **Where** Forrest, bears' house **When** Once upon a time… **Why** NA	**Emphasize/De-emphasize:** **Actions** Goldilocks tries 3 bowls of porridge, 3 chairs, 3 beds **Emotions** Goldilocks feels hunger, curiosity, exhaustion **Senses** Porridge too hot, too cold, just right Chairs too high, too squishy, just right Beds are too hard, too soft, just right **Details** Goldilocks plays in forest Bears go for a walk so porridge can cool Bowls, chairs, beds are different sizes She tries the options, finds what she likes **Add Dialogue** Baby Bear says, "Someone's been sleeping in my bed, and there she is!" **Add Visuals**	Goldilocks, under unusual circumstances, was able to find her "just right" solution, and I think you can too.

EXAMPLE

2

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	What (the event) Who Where When Why	**Emphasize/ De-emphasize:** Actions Emotions Senses Details Add Dialogue Add Visuals	

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Story Evaluation Tool

Story Definition for Business:
Stories describe events that happened (or could happen) at another time or in another place. Business stories are always part of a larger conversation and are told with specific intent.

Evaluate stories on these criteria:

The Story

Was it
- Strategic
- Accurate
- Appropriate
- Easy to follow
- Concise

The Storyteller

Were they
- Engaged
- Confident
- Comfortable
- Appropriately enthusiastic

The Result

Did it
- Have impact
- Persuade

About Turpin Communication

Turpin Communication's Founder, Dale Ludwig, and EVP, Greg Owen-Boger, are the co-authors of *The Orderly Conversation: Business Presentations Redefined*, which challenges conventional thinking about what it means to present and facilitate in today's business environment and replaces it with something better. The book has been called "groundbreaking" and "eminently practical." Their second book, *Effective SMEs: A Trainer's Guide for Helping Subject Matter Experts Facilitate Learning*, was published in 2017 by ATD Press. Both books are available at amazon.com. They have also contributed to a number of books published through ATD Press. When the pandemic hit, they took the opportunity to write a companion piece to their first book. It is entitled *The Virtual Orderly Conversation* and may be downloaded at www.turpincommunication.com.
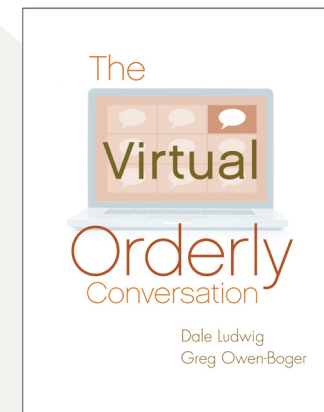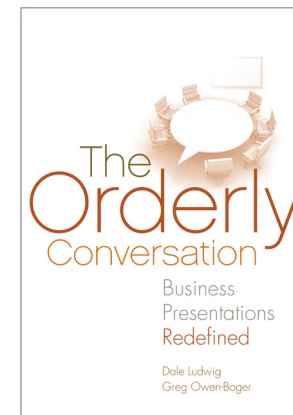
Dale and Greg both hold the Bates ExPI (Executive Presence Index) Coaching Certification. In their spare time, they run Turpin Cares, NFP, the philanthropic arm of Turpin Communication.

Dale Ludwig is the Founder and President of Turpin. Over the past 26 years, he and his partners have developed methodologies that challenge much of the conventional wisdom in the field. Working with presenters, facilitators, and trainers, Turpin's work (1) focuses on The Orderly Conversation® that must take place, (2) acknowledges the Default Approach that every presenter and facilitator brings to that process, and (3) helps communicators develop the skills they need to engage listeners in a productive interaction. Dale has a Ph.D. in Communication from the University of Illinois at Urbana-Champaign. He is a frequent blogger and the author of the white paper "Getting Past 101," which can be downloaded at www.turpincommunication.com.

Greg Own-Boger is the EVP of Learning and Business Development. Schooled in management and the performing arts, Greg brings a diverse set of skills and experiences to the organization. He joined Turpin in 1995 as a cameraman and quickly worked his way up. He now serves as a communication trainer and executive coach for Turpin's largest clients. He was the 2015 President of the Chicagoland Chapter of the Association for Talent Development. Like Dale, he is a frequent blogger and has made guest appearances on a variety of learning & development podcasts, radio shows, and webinars.