

The Anatomy of a Great Narrative

The **6** components for a compelling story...



Notes, Doodles and Take-Aways:

WORKSHOP IT! Chapter One

Choose **ONE** question and write down your answer.

- What is the BEST idea you're bringing back from ILTACON that you hope to sell internally?
- What is one thing you hope to change or improve when you get back from ILTACON?
- What is one experience you had at ILTACON that is worthy of sharing with management/leadership/peers?

WORKSHOP IT! Chapter Two

My Story Components...



CHARACTERS

SITUATION

CONFLICT

ACTION

IMPACT

CONTRAST OF CONCLUSION

WORKSHOP IT! Chapter Three Write your story with punch and color.

WORKSHOP IT! Chapter Four Feedback and Ideas for Refinement