

TELL ME YOUR STORY

STORYTELLING TEMPLATE GUIDE



Once upon a time

Introduction:

- department/unit
(characters in your story)
- project
- focus area
- Value Compass

Suddenly

Problem:

- challenge
- SMART goal
(specific, measurable, attainable, realistic, and time-bound)
- performance metric
- target, deadline

And then

Solution/Journey:

- test of change
(PDSA cycle, RIM)
- challenges, solutions
- side benefits, learnings
- effective practices

Happily ever after

Results/Action:

- growth, improvement
- reduction, savings
- change, innovation
- spread, call to action



AS
SEEN
IN:

**INSPIRE
CHANGE**

TELL YOUR TEAM STORY



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