

Business Storytelling Checklist

Complete the following checklist to make sure you are prepared to deliver your story

- Is the message clear?
- Is there only one message in your story?
- Did the story start with time & place?
- Was a specific example provided?
- Did you name your main character/characters?
- Has all unnecessary detail (especially numbers) been stripped from the story?
- Is there enough (but not too much) emotional and sensory data?
- Are you using real words (not jargon)?
- Does the story have a bridging sentence?
- Does the story link back to the message without being directive?
- When you narrate it, is it under 2 minutes?
- Have you practised it several times?
- Have you asked for feedback from someone who would understand your audience?

