

Storytelling in Business™

Compelling Story Checklist

Use this checklist as part of an intentional practice to assess and improve your storytelling technique. Consider practicing your story with a colleague, friend, or family member asking them to use this checklist to help you gain an understanding of where you might improve. As an alternative, record your story and review it using this checklist as your guide.



Learning & Development Team
Power Skills

Assess your draft story against this checklist.

Succinct and focused on the “message”

Creates mental images

Includes:

Action

Details

Pauses for effect

Expresses emotion

I was lucky

It was intense

I wondered ...

Asks a question

Have you ever experienced ...

When was the last time ...

If you could ...

Includes something novel, surprising, or insightful

Includes a call to action

I learned that if we all ...

My message to you is ...

The listener can identify his/her own self relative to critical aspects of the story (that has happened to me/I could see that happening to me)

The audience takes away a new level of understanding about the topic/about you

The audience thinks/feels something they have not before