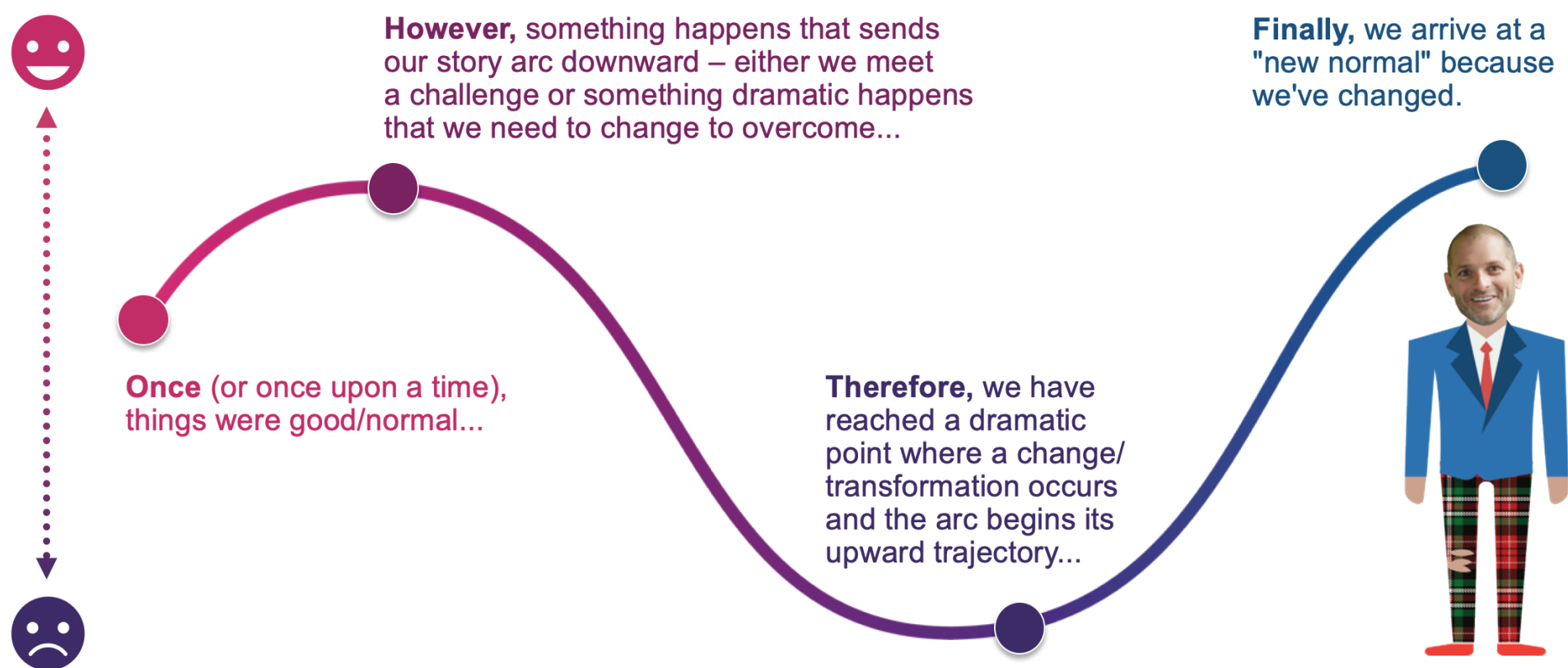


COMMUNICATING IN COMPELLING, EFFECTIVE AND ENGAGING WAYS DURING A CRISIS



THE STORY FRAMEWORK



HOW TO CRAFT YOUR OWN STORY

- 1. Know your audience.**
Differentiate your story based on your audience.
- 2. Craft the big idea and call to action.**
We want to tell a story about "X"... so that "Y."
- 3. Put the story together using the story arc.**
Really great stories don't follow a straight line – they embrace the ups and downs.



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