

# Storytelling template

**What is the basic information that your audience need to know?  
You can use this template to structure a briefing note or presentation.**

## **1. Purpose – Why do we need to take a place-based approach? What are the compelling reasons for change?**

Tip: Tailor this to have importance and meaning to your audience.  
Use your headline research to help make a case.

Steps 2 (process) & 3 (evidence)

## **2. Picture – What will the future look and feel like if we take this approach?**

Use the overview and knowledge you've gained to describe the future benefits for your place.

Step 2 (process)

## **3. Plan – How are we going to get there?**

Use your schedule to demonstrate indicative timeframes and milestones along the way.

Step 6 (schedule)

## **4. Part – What role will you and your team play to make the change a success?**

Use your project team structure to help you.

Steps 1 (team structure)

### **5. Who will you involve along the way?**

Set out the broad groups you will engage, using the audience mapping resource.

Step 4 (audiences)

### **6. How will you engage and interact?**

Schedule and governance proposal. Broadly outline the approach you propose; cross-cutting policy, collective corporate leadership, community, development industry and agency involvement, key stages, project team, milestones.

Step 5 (governance) & 6 (schedule)

### **7. What stories or examples of successes are relevant and will resonate with your audience?**

See case studies for some possibilities. Generate excitement around the possibilities by pointing to relevant examples of where this has been done already, to help inspire what is possible.

Steps 2 (process) & 3 (evidence)

### **8. Reflection and call to action**

Does the story of change / proposed approach resonate with your audience? What input or action is needed from the audience? Call for audience to commit to support or action?

Step 5 (governance)