



***Corporate storyboard:
a tool to write your story***
Text version of the LM4



Introduction

A storyboard is a graphic organizer that plans a narrative. Storyboards are a powerful way to visually present information; the linear direction of the cells is perfect for storytelling, explaining a process, and showing the passage of time. At their core, storyboards are a set of sequential drawings or notes to tell a story. By breaking a story into linear, bite-sized chunks, it allows the author to focus on each cell separately, without distraction.

Your story should consist of a few basic building blocks that will allow you to tell a compelling story. You do not have to start crafting your story from a specific element, but you can start at any point and work on the other elements to ensure an overall coherence of the narrative structure.

Corporate Storyboard Structure

1	2	3	4
1 - Title of the story	2 - Storyteller and Listener	3 - Time and Space	4 - Characters / Hero
5	6	7	8
5 - Uncertainty / Change	6 - Problem/Challenges	7 - Turning point and resolution	8 - Lessons learned / Moral



1 - Title of the story

In this section, the storyteller should decide the title of the story.

There is not a general rule to choose the right title but there exists some suggestion to follow. First, it is not necessary to find the right title immediately at the beginning. It is also possible to write it at the end, when the story is more defined with a clearer story value proposition and moral. At the beginning a working title that allows everyone to understand what you are working on should be good enough. When eventually choosing the title, it should be short and evocative, not descriptive. A good title does not describe something but should arise curiosity around the story. A good title also reflects the core message of the story, its value proposition.

2 - Storyteller and listener

The author has to decide who will be the narrator of the story, which voice will tell the facts. Some types of products require a certain type of narrator. In the case of an autobiography, for instance of the founder of the company, the narrator's voice will necessarily be that of the protagonist of the work itself. A biography, on the other hand, will be narrated in the third person, by a family member, an employee of the company or a narrator from outside the story. Writing in the first person tends to involve the audience more emotionally. It is important to ask yourself who will be listening to the story, who will be the audience most interested in the story and which narrative voice is most appropriate.

3 - Space and time

The writer of a narrative product has to decide in which moment of space and time to place his story. It is essential to carefully describe a precise moment where events have not yet started, establishing an environment of calm and everyday life that is then interrupted by the event of change, the problem that the protagonist and the other characters in the story have to face and that will then be the narrative heart of our corporate story.

4 - Characters/Heroes

Deciding who is the protagonist of our story, the hero of the story arc and the characters that accompany him/her is certainly a crucial moment in the creative process of storytelling. The protagonist can be a single individual (e.g. an entrepreneur) or a group of people (e.g. a group of workers, a family, etc.). In this section of the storyboard, it is necessary to identify the characteristics of the various protagonists at the beginning of the story and also an idea of how they will evolve in the course of the narrative.



5 - Uncertainty / Change

This section is closely linked to the one described above where we described the space-time context where our story was set at the beginning. It is here that we must note the event that upsets the order and the everyday life of the characters in their context. Inserting an element of uncertainty or change means forcing a character to make a choice, to change habits, to embark on a new activity. The event must have permanent effects of change not only in the life of our character but, ultimately, on his emotions and the way he sees the world and relates to the other characters in the story.

6 - Problems / Challenges

As the story evolves, the protagonist will have to deal with a number of challenges that gradually present themselves on his path, beginning with the event of change that has shaken his quiet everyday life. In this section it is necessary not only to describe the nature of these challenges, underlining their danger or difficulty, but also to explain how the protagonist will try to overcome them, describe his failures and how, in the end, he will succeed in achieving his goals.

7 - Turning point / resolution

The turning point of the story is a decisive change that enables the protagonist to overcome the challenges that have occurred throughout the story in a definitive way and to finally achieve his goals. It has to come at the end of a series of challenges which must therefore have been, at least in principle, outlined in the previous section. For example, our entrepreneur protagonist of the business story may have finally found the successful product after a series of failures.

8 - Moral/ lesson learned

This section should summarise what the final moral of the story is, the insight that the reader should take with them when they have finished reading the story. The author has to ask what life experience he/she wants to convey through the story, what values embodied by the protagonist and his/her stories the reader will share with others once he/she has finished reading the narrative product about your company. Particularly in corporate storytelling, it is interesting to highlight experiences and lessons learned through the story that can be an inspiration to other entrepreneurs or other players in the world of business and work.