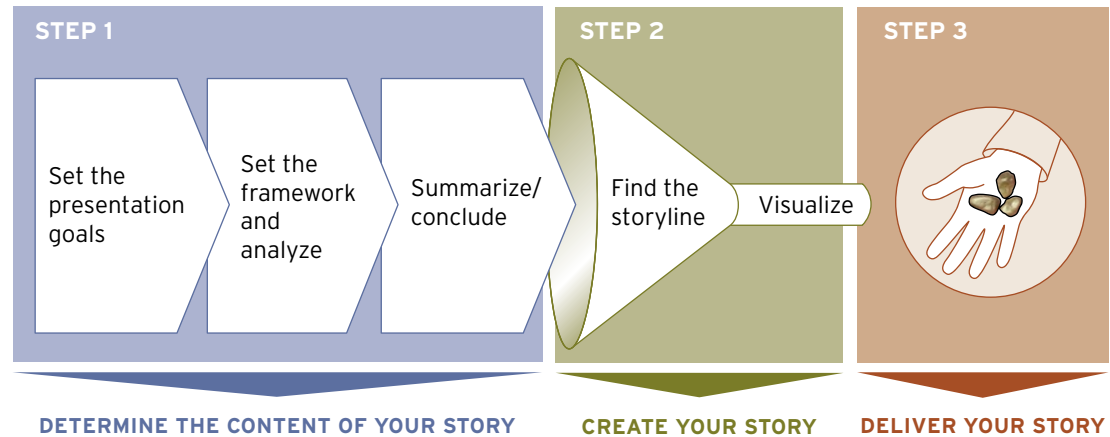


ThinkStoryline!®
How stories come about



A FOLD-OUT OF *ThinkStoryline!* AT A GLANCE IS INCLUDED ON THE REAR BOOK COVER.

PREFACE - WHY <i>ThinkStoryline!</i>? WHAT'S NEW IN THE 2ND EDITION?	8
THE THREE STEPS OF <i>ThinkStoryline!</i>	10
STEP 1: DETERMINE THE CONTENT OF YOUR STORY	16
SET THE PRESENTATION GOALS	16
A. ASK YOURSELF FOUR KEY QUESTIONS	17
Question 1: What's the goal of your story?	
What's the key business question?	17
Question 2: What's in it for your audience?	21
Question 3: What's your audience's background?	
Put your audience on FIRE	22
Question 4: What key messages should your audience remember at 4:00 a.m.?	26
B. THE <i>ThinkStoryline!</i> PLANNING SHEET	26
KEY POINTS TO REMEMBER	30
SET THE FRAMEWORK AND ANALYZE	32
A. SET THE FRAMEWORK	34
1. Structure your business question early - it is the frame of your final storylined presentation	34
2. Framework options	34
a. Logic trees	35
b. Alternative frameworks	37
c. Real life examples	38
B. PRIORITIZE	40
1. Ready to take responsibility?	40
2. Establishing prioritization criteria	41
3. One-criterion prioritization (Benchmarking)	41
4. Two-criteria prioritization (2x2 matrices)	42
5. Multicriteria prioritization	43



C. ANALYZE TO FILL THE GAPS	44
1. The hypothesis-driven approach - protecting your Achilles heel	44
2. How to verify or abandon the hypothesis	47
KEY POINTS TO REMEMBER	49
SUMMARIZE/CONCLUDE	50
A. THE DIFFERENCE BETWEEN SUMMARY AND CONCLUSION	50
B. WHEN SUMMARY? WHEN CONCLUSION? MEANINGFUL HEADLINES	55
KEY POINTS TO REMEMBER	57
STEP 2: CREATE YOUR STORY	58
FIND THE STORYLINE	58
A. STORIES STICK	59
B. SIX GOAL-DRIVEN TYPES OF STORIES	60
C. KEY MESSAGE FIRST? OR NOT?	66
D. HOW TO CREATE STORYLINED DOCUMENTS	67
1. Pyramids as basic story structure	68
2. Presentation document vs. data library - make sure you and your audience make a distinction	74
3. From the pyramid to the story sketch	76
KEY POINTS TO REMEMBER	82
VISUALIZE YOUR STORY	84
A. VISUALIZATION THROUGH YOU	85
B. TWELVE ALTERNATIVES TO POWERPOINT CHARTS	86
C. VISUALISATION WITH POWERPOINT CHARTS	89
1. The message in the driving seat	89
2. Effective PowerPoint charts follow six rules	92
3. Two types of PowerPoint charts: data vs. text-driven	94
4. How PowerPoint's limitations can be overcome	105
KEY POINTS TO REMEMBER	108

STEP 3: DELIVER YOUR STORY	110
DELIVER YOUR STORY	110
A. HOW TO TELL STORIES - THE FOUR FORMULAS	119
B. DELIVERING POWERPOINT CHARTS	121
C. FORMATS FOR THE SIX STORY TYPES	124
D. DELIVERING YOUR STORY IN E-MEETINGS	126
KEY POINTS TO REMEMBER	128
SOURCES OF INSPIRATION	130
THANK YOU	130
THE AUTHOR	131
FOLD-OUT OF <i>ThinkStoryline!</i> AT A GLANCE	(REAR BOOK COVER)

STEP 1

STEP 2

STEP 3