

Annexes for Workshop **Prototype your story!**

Story-map

Before going into developing the story and collecting your information, answer first to the following questions:

1. Why are you telling the story?

2. Who is your audience?

3. What do you want people to remember? What do you want your audience to do after hearing/ watching/reading the story?

4. What is the format of your final story? A video, a text for your website, a post on Facebook, a poster, a case study in a brochure, a success story for your grant proposal, etc.?

The map of your story

Main character / the hero	Setting / places / tone & other characters	
Problem / challenge	Solution / resolution	
Beginning setting, characters, introduce the main conflict / problem (explain the problem you want to solve)	Middle tension increases, it ends with the most tensioned moment of the story, the biggest challenge of the hero (the major crisis)	End the main conflict is solved and success is celebrated (the solution)