

# StoryStarters™

Your big presentation... or high-stakes email... or crucial proposal starts right here. Leverage the language prompts in this story starter every time you want to organize your ideas and construct a story-driven narrative.

## SETTING

Last quarter our \_\_\_\_\_ increased to almost \_\_\_%.

In Q4, we launched \_\_\_\_\_ and saw \_\_\_\_\_ results.

\_\_\_ years ago, audits showed less than \_\_\_% efficiency across all projects in the \_\_\_\_\_ region.

Market growth in this sector comes from \_\_\_\_\_, which will only continue to increase if \_\_\_\_\_.

Our Q4 revenue is projected to increase by \_\_\_% year over year.

## CHARACTERS

### UNNAMED CHARACTER

Up until \_\_\_ years ago, buying habits of \_\_\_\_\_ were predictable.

In Q1, our team launched the \_\_\_\_\_ program.

When renewing \_\_\_\_\_, consumers have many choices.

### NAMED CHARACTER

Meet \_\_\_\_\_, he is one of \_\_\_% of customers who like to \_\_\_\_\_.

\_\_\_\_\_ is a millennial Mom who cares deeply about \_\_\_\_\_.

Meet \_\_\_\_\_, \_\_\_\_\_ and \_\_\_\_\_. They represent our \_\_\_\_\_.

Want to understand the Gen Z consumer? Meet \_\_\_\_\_.

### YOU AS THE CHARACTER

I own a \_\_\_\_\_ and every day I use it to \_\_\_\_\_.

In my \_\_\_\_\_, we have this tradition of \_\_\_\_\_.

Last week, I spoke to \_\_\_\_\_ who told me \_\_\_\_\_.

## CONFLICT

The #1 obstacle to our rollout remains \_\_\_\_\_.

It's now clear that \_\_\_\_\_ and \_\_\_\_\_ are stalling set up.

Addressing the problem didn't come without pushback from \_\_\_\_\_.

Despite our strategy, most of the time \_\_\_\_\_ happens, which means we're challenged with \_\_\_\_\_.

But unfortunately, \_\_\_\_\_ could knock everything off course.

As a result, \_\_\_\_\_ is not performing at predicted levels.

We are underperforming in \_\_\_\_\_ against our competitors.

As a result, the majority of \_\_\_\_\_ is outside our preferred timeline.

### ESCALATION OF CONFLICT

Despite our efforts to \_\_\_\_\_ we are actually seeing a decrease in \_\_\_\_\_.

Because we have no resources for \_\_\_\_\_, we're losing out on \_\_\_\_\_.

The reality: We have limited \_\_\_\_\_ so we must make due with \_\_\_\_\_.

We've always relied on \_\_\_\_\_ to reach customers but our old methods no longer work.

To make matters worse, we're seeing an increasing amount of \_\_\_\_\_.

## BIG IDEA

To deliver exceptional \_\_\_\_\_, we need to create \_\_\_\_\_.

It's time to \_\_\_\_\_ if we want to build a better \_\_\_\_\_.

To increase performance, we need to empower our \_\_\_\_\_ by investing in \_\_\_\_\_.

Better \_\_\_\_\_ starts with better \_\_\_\_\_.

To secure our future, we need to secure our share of \_\_\_\_\_.

In order to deliver \_\_\_\_\_, we need to create \_\_\_\_\_.

A robust \_\_\_\_\_ strategy means we must move away from \_\_\_\_\_ and toward \_\_\_\_\_.

We need to invest \_\_\_% more in \_\_\_\_\_ to retain our \_\_\_\_\_.

To scale our business and attract \_\_\_\_\_, we must focus on \_\_\_\_\_.

Transition doesn't have to be \_\_\_\_\_ if we have the right \_\_\_\_\_.

It's up to us to \_\_\_\_\_ in order to achieve \_\_\_\_\_.

Let's focus on \_\_\_\_\_ to deliver on \_\_\_\_\_.

It's time to \_\_\_\_\_ if we want to build a better \_\_\_\_\_.

\_\_\_\_\_ is the key to our collective success.

When we invest in our \_\_\_\_\_, we can achieve \_\_\_\_\_.

## RESOLUTION

Introducing \_\_\_\_\_.

The journey begins with \_\_\_\_\_.

And the journey continues with \_\_\_\_\_.

Here's how we plan to support a successful transition in \_\_\_\_\_.

Our \_\_\_\_\_ at a glance...

A snapshot of our \_\_\_\_\_.

\_\_\_\_\_ happens in \_\_\_\_\_ easy steps.

Here's what \_\_\_\_\_ will look like...

Our plan for winning \_\_\_\_\_.

Our path to better \_\_\_\_\_.

Here's how we helped \_\_\_\_\_ achieve \_\_\_\_\_.

Here's our solution...

Here's what we propose...

Here's our expectation on timing...

In terms of next steps...

Our commitment to you...

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