

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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