

The Storytelling Canvas

Title:

Date:

Situation & Ambition

*What is the current situation we're in?
What is its bigger context?
Who is involved?
What is our grand ambition?
What are our business objectives?*

Resolution

*How are we going to solve the challenge?
Why do we think this is the right solution?*

Challenge

What's the biggest challenge we're facing?

Insight & Opportunity

What is the one thing that helps us overcome the challenge?

Epilogue & Appendix

*What is the expected outcome?
What do we need to turn our strategy into action?*