

ELEMENTS OF A STORY

		A blog	A case study	A presentation
1. Who	Who is involved? A <i>protagonist</i> who is on a quest; an <i>antagonist</i> who stands in the way.	Protagonist: the author Antagonist: a difficult client	Protagonist: the customer Antagonist: a tight budget	Protagonist: the brand Antagonist: a competitor
2. What	What is it about? What is overcome, accomplished, or learned? "One Thing"	The key to successful negotiation is to make both sides feel like they've won.	No challenge is impossible to overcome if you put the customer first.	By sticking to our core values even when they are put to the test, we emerge the leader.
3. Where/ When	Constrain the time and or physical place in which the story occurs. Engage the senses.	Five years ago.	Three months.	Last fiscal year in Asia Pacific.
4. Why	Why are the characters doing what they're doing? What is the motivation? Make it compelling – show why it matters so much.	The client was withholding payment until a new product feature was added. It was the difference between getting my yearly bonus or not.	We like to tackle difficult challenges and we saw that our product would be better for it.	We believe in our core values enough to lose a deal over it.
5. How	How do they get there? Through what actions and decisions? Conflict, tension, struggle, suspense...	Secret meetings, BCC'ed emails, an in-person show-down, and a final compromise.	Up-front planning, difficult decision to replace design team part way through project, creative negotiating on price structure, a can-do attitude.	Refused to compromise quality, lost a customer because higher quality = higher price. Took customer back later, fixed competitors' mistakes.

A five-sentence story

"Ellie read the text one last time then slowly pushed delete. Finally her heart and her head agreed it was time to let the past go and move on. One can only mourn the loss for so long before friends begin to find it tiresome. Besides, if it hadn't been for that text, her past would have remained her present. Instead it was the last thing he said to her before hitting the semi head-on." – *Amary*