



Story Streaming™

Making Your Stories Flow

What is Story Streaming?

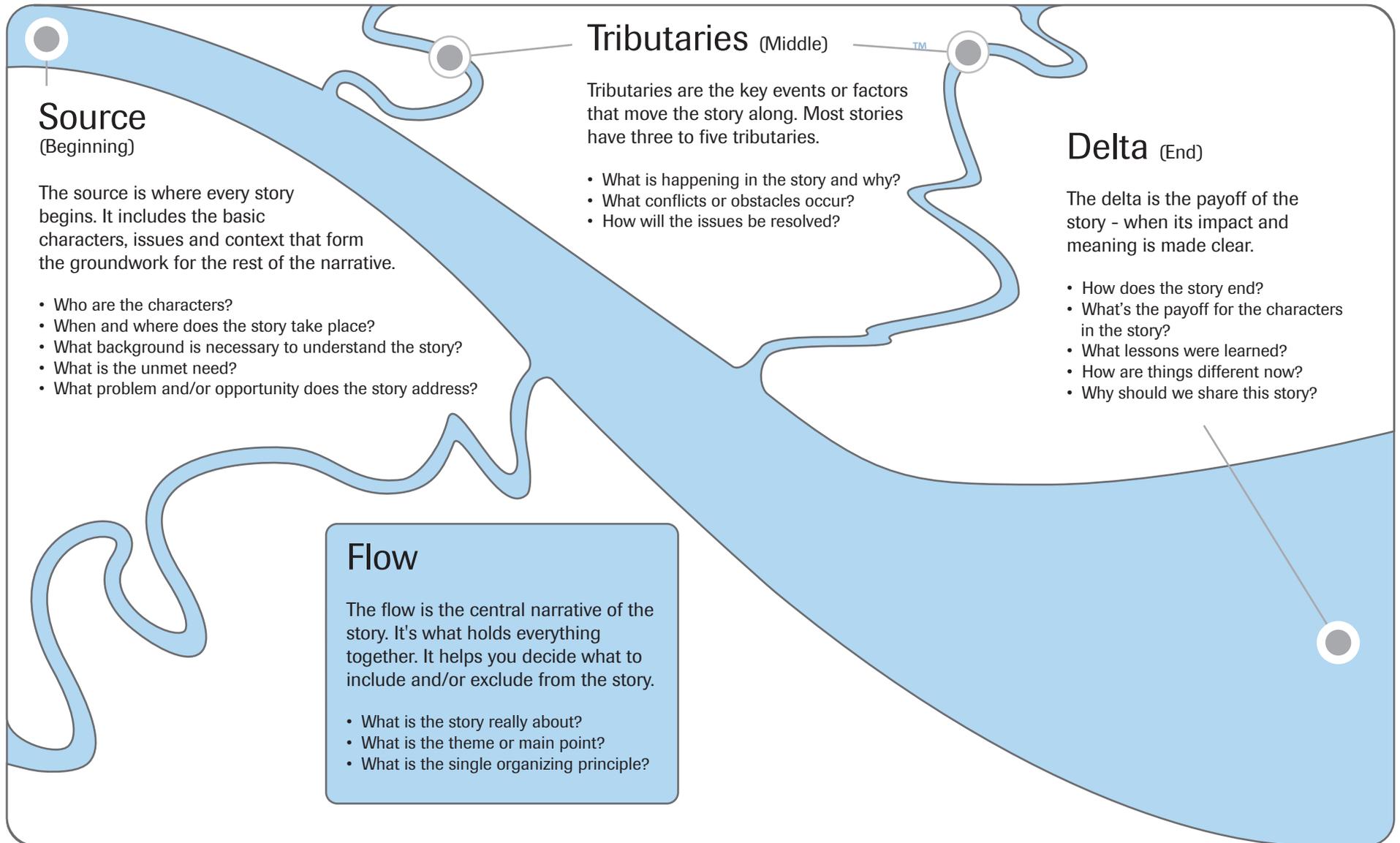
At its core, Story Streaming is simply a technique for outlining important information. In addition to helping leaders communicate effectively, you can use Story Streaming to plan strategy, prioritize key activities, align goals and objectives, and generate healthy dialogue.

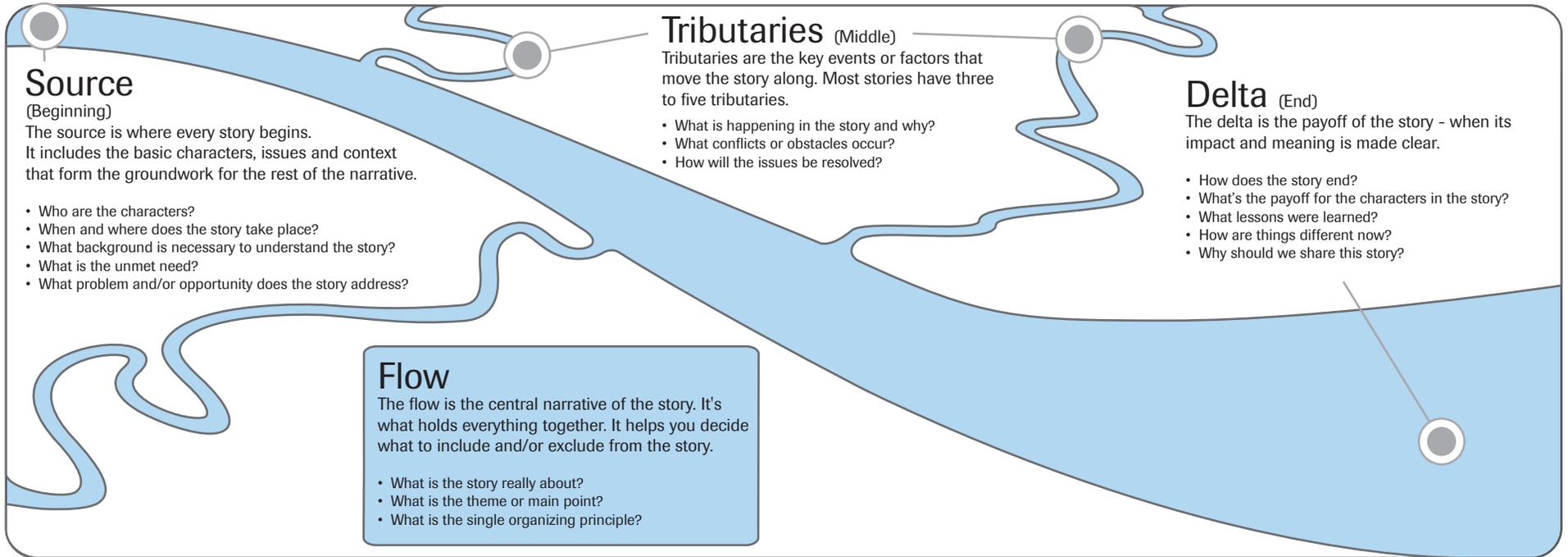
A 'streamed' story is clear (memorable and repeatable), and concise (can be told in three minutes or less). The result should be compelling, making a difference in how the audience feels, thinks or acts. It's important to keep in mind that Story Streaming, like storytelling, is more art than science.

What's your story?

Story Streaming Tips

- All stories have a beginning, middle, and end. Streamed stories also follow a narrative flow.
- Story Streaming worksheets are guidelines to help you shape your story; use only questions that are helpful. You can answer them in any order.
- You can stream your story on your own, but you'll get the best results when you work collaboratively.
- Expect your story to evolve over time.





Your Story Stream:

Source (Beginning)

Tributaries (Middle)

Delta (End)

Flow



Your Story Stream:

Source (Beginning)

Tributaries (Middle)

Delta (End)



Flow