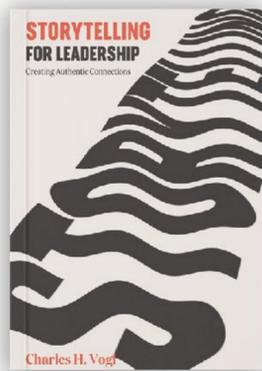


CHARLES VOGL

# THE WORKSHEET



**Storytelling for Leadership**

[www.charlesvogel.com](http://www.charlesvogel.com)

This worksheet is a resource to help you start practicing story crafting. Using it, you can create the basic structure or “bones” of a story worth sharing.

After you complete the worksheet, share the story with someone you trust and find out what you don’t need (the fat) or what is missing to make the story clear. You may be surprised by how easy it is to make simple stories interesting, even moving. I hope you inspire tears and even a few unexpected hugs.

## **SIMPLE STORY WORKSHEET**

When I’m crafting a story, these are the key questions in my process. When you have all the answers to these questions, your story elements will fall into place.

### **Collecting Elements**

Lesson:

What personal lesson do I want to share with my listener?

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What experience taught me this lesson?

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How did I change or become more mature?

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Inciting Incident:

At what moment did I have a particularly strong feeling or thought and make a choice about this? Was there a moment that emotionally moved me or made me cry?

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Setting:

Where was I?

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When was this?

If I don't remember the date or time, what events happened just before? (birthday, holiday, move, life transition, etc.?)

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Characters:

*Who else was involved in this event that are important to it? What are their names or key descriptors?*

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**Challenge:**

After that inciting incident, what new goal did I see, want, or consider?

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What prevented me from getting that goal?

Time? Money? Knowledge? Access? Other people? Preparation?

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What things did I have to do to overcome those challenges?

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At Stake:

What was I trying to create or save?

What would happen if I failed?

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Lesson:

What did I learn by overcoming the challenges? (This should obviously overlap, or at least connect, with the lesson you want to share.)

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At what point did I learn the lesson?

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Bigger Idea:

How is my life and other people's lives different because of this story?

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### **Now Put the Elements Together**

Setting:

When is the story?

Where is the story?

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Characters:

Who is involved?

What are their names? (Or what makes them memorable?)

Who are they to you?

Why are they important?

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Inciting Incident:

What happened?

What did you feel and think?

What choice toward a new goal did you set?

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At Stake:

What would happen if you weren't able to complete the goal?

What were you trying to create or save?

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Challenge:

What was keeping you from completing your goal?

How did you try to overcome the challenge?

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Lesson:

What did you learn?

Did you learn to be different?

Did you learn something that is true for you all the time? Is it true for other people as well?

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**Bigger Idea:**

**Who did this affect other than you, and how?**

**Who will this affect other than you, and how?**

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If you answered all the questions honestly, you should have the makings of a really compelling story. If not, then just like me, you'll simply have to keep practicing with others until you get there. I promise it will come.