

# The Storytelling Canvas

author

occasion

date



## Hero

Please name



## Audience

Please describe



## Mentor

Please name



## Purpose

Please describe  
(e.g. attention, trust, empowering, vision)



## Background

How was the world before the journey started?

- Where, when, who
- What are the main characteristics of the hero
- What does the hero see, hear, think, feel, say and do?
- What is the situation before?



## Actions

Elaborate on the actions and feelings of the hero

- What changed for the hero?
- What was the first step of the hero?
- What were the obstacles and hurdles for the hero at the beginning?
- What were the actions or measures of the hero?
- What emotions did the hero have in different phases of the journey?
- How did the hero keep motivation up?
- How did others see the hero's journey?
- Did someone support/help?
- Did someone oppose/counteract?



## Outcome

The hero's return

- How did the hero or others feel?
- Did the hero change?
- What is the new quality in the hero's life?
- New behaviors, habits, routines, beliefs?
- In which respect did the hero grow?
- What were others saying/thinking about the hero?



## Hook

surprise  
identification with the hero  
concreteness or details



## Hold

flashbacks  
straight to the point  
flashforward  
hunch  
inflections



## Payoff

What feelings do you want your audience to keep at the the end of the story?  
Can you reinforce higher values, like wholeness, perfection, justice, simplicity, richness, beauty, truth, uniqueness or playfulness?