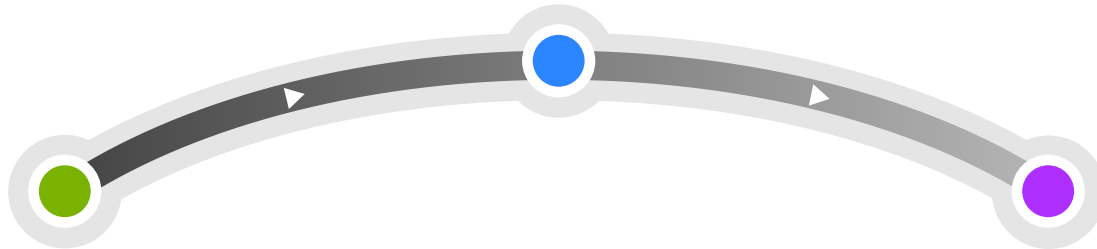




Storytelling

A three-part model that every story must have in order to engage listeners



WANT

The **WANT** is the “Goal”, “Objective”, or “Business Need.” The **WANT** demands a shift from the current status quo. The bigger the **WANT**, the better the story.

OBSTACLE

The **OBSTACLE** blocks the **WANT** from happening. Reality intrudes. Budgets restrict. Boards resist. Customers misalign. Without an **OBSTACLE** there is no story!

RESOLUTION

The **RESOLUTION** is the response to the **OBSTACLE**. It may be good or bad. It may be a new **WANT**. But *must* be different from where the story began.

Stories soar when they contain these additional elements:



Specifics of what people did, said or felt



Some emotional content: hope, dread, excitement, etc.



High stakes that people care about



Clear, linear time sequencing



Editorial commentary or moralizing: lessons learned, or tales of how things changed



To learn more, listen to episode [#84 Making Stories Soar](#), of Essential Communications’ *The Look & Sound of Leadership* podcast, or read the [transcript](#) online.