



Story Canvas

Purpose: Why are you telling this story? How are things now and what change do you want to initiate?				
Audience: Who do you want to reach?	Key Messages: What 3 things do you want your audience to remember?	Story: How does it hook, how does it end and what memorable moments happen in between?	People & Places Who is in and where does it take place?	Storywork How can you work with this story?
	Call to Action: What do you want them to take?		Style & Tone What does the story look and feel like?	
Outcomes: What are the outcomes you want to achieve?		Indicators: How will you make sure the change you wanted to initiate occurs?		