

Crafting a Story with the “Made to Stick” Approach

LM Stories Made to Stick Template. Derived from the book [Made to Stick by Chip and Dan Heath](#).

SUCCEsS principles make a story stick, so relevant knowledge is shared and applied.

You can use this template to prepare the talking points for your LM Story (video, audio, or text with pictures format)

Story Elements	Overview	(Insert your Story elements below.)
1. Simplicity - S	Set the stage by framing the situation for your audience. State what triggered the event that you’re describing in your story. Provide context about this “trigger”. Describe the emotions felt by you and/or your team as this occurred.	Introduce yourself – Name, Organization, Business Area or Corporate Function. Start with “This is a story about...”
2. Unexpectedness - U	As you start to tell your story, describe what you/your team encountered that was unexpected (challenges, obstacles, or barriers you or your team encountered, or unexpected insights or ah-has!). Describe the emotions felt by you and/or your team as this occurred. An unexpected twist grabs the listener’s attention, increases their curiosity.	
3. Concreteness - C	Based on what you and/or your team encountered that was unexpected, describe the concrete steps you/your team took as a result. Describe the emotions felt by you and/or your team as this occurred. Enhance your story with concrete sensations – sounds and images – related to people, places, and things.	
4. Credibility - C	Based on the concrete steps you/your team took - describe the results that were achieved. Describe a come-from behind victory, a customer award fee, how a challenging situation was resolved. Describe the emotions felt by you and/or your team as this occurred.	
5. Emotions - E	As you tell your story with the four elements above – describe the emotions that you/your team felt – during the trigger event, when something unexpected was encountered, when concrete steps were taken, when results were achieved. This causes listeners to care about the people involved by identifying with the emotions they were feeling in the story.	
6. Stories - S	Apply the above five principles in your story to make it stick with your listeners. The goal is to capture and hold the listener’s attention – so you can share knowledge in story form that they can apply. Your story provides a lesson, a key message, and inspiration that can be applied to our work.	