

## Storyboard™

### Story Link

Begin by linking to something the listener has said or believes.

### Main Character

Person the story is about; details help the listener identify with him/her.

### Setting

Background needed to appreciate story; keep as brief as possible.

Events, several in each story, are steps between the inciting incident and the resolution. Earlier events can be problems the main character experienced in moving toward resolution.

### Inciting Incident

The event that puts the main character in jeopardy.

### Event 1

### Event 2

Later events can be steps the main character took to work towards a resolution or, in a cautionary tale, the problems following the inciting incident may continue to escalate.

### Event 3

### Event 4

### Resolution

Benefits main character is now enjoying.

### Main Point

The point you want to make to the listener at the conclusion of the story.

# Tips for Using the Mandel Storyboard™

## Story Link

Your story should always link to something the listener has said, especially when you're using a story to handle a concern or objection. When you tell a story, it should be clear from the outset (or very shortly thereafter) why you are telling it and how it applies.

## Main Character

The person the story is about. The most effective stories are about one person, or at most a small group. The main character is the person you want the listener to identify with—to feel his or her pain, and/or eventually to share emotionally in their success. Your description of the main character should concentrate on whatever will help your listener empathize with him or her.

## Setting

This is the background your listener needs in order to appreciate the story: where, when, important circumstances, etc. Keep this element as short as possible. One of the biggest mistakes people make when telling stories is regaling the listener with too much background.

## Inciting Incident

This is the incident that sets the story in motion, and puts the main character in some kind of jeopardy. In the business world, it might be the sudden emergence of a competitor, or sudden setback. Although the dynamics behind an inciting incident can develop over time, the most effective storytellers find a way to crystallize these developments into a single event.

## Events

Following the Inciting Incident, Events 1 and 2 are typically the main character's struggle to resolve the jeopardy or problem. The best stories create a sense of suspense as attempt after attempt at resolution is rebuffed.

## Resolution

Events 3 and 4 represent a turning point as the story finally moves toward its resolution.

## Main Point

This represents why you told the story, what you want the listener to take away. If you reach the end of your story and the listener isn't sure why you told it, you've wasted your time—and theirs. A good use of the template, in fact, is to go back after you finish it and see if the story makes the point you want to make.