



**THE STORY  
DISCOVERY  
FRAMEWORK**



**The story that matters**



## What is it?

**The Story Discovery Framework** is a tool to help you find purposeful, authentic and value-driven stories for your business or project.



The story that matters

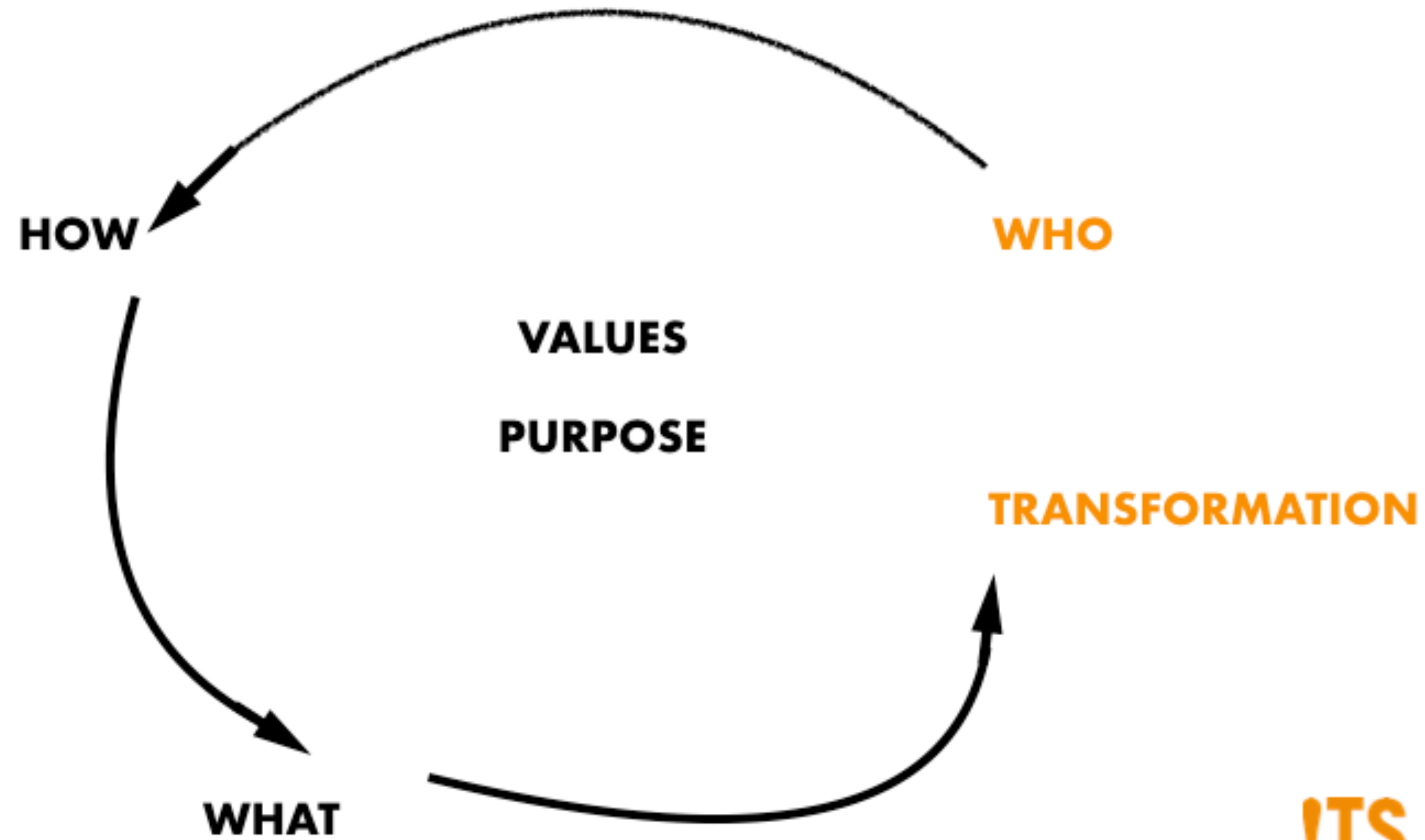
# WHAT IS THIS FOR?

- Finding authentic stories that speak to your audience.
- Brainstorm new ideas for your business or project.
- Clarifying or reviewing your story strategy.

# HOW DOES IT WORK?

- Print or draw the framework that you will find in the next page.
- Write at the centre of the circle your main 2 to 3 values and your purpose.
- Then answer the questions for each of the values. (See the examples in page 5 and 6)

# The Story Discovery Framework



**Use the following  
formula to answer  
the questions:**

**Who wants to... (your purpose)... by/through... (your first value)?**

**How.... (your value) help to... (your purpose)?**

**What is created through... ( your value) that.... ( your purpose)?**

**What transformation is happening as a result of... ( your purpose).. through...(your value)?**

Answer all the questions for each of your values, starting with Who, How, What and finally the transformation. Write your answers in a piece of paper. If you work with 3 values, you will have 3 answers for Who, What, How and Transformation.

## **For example**

**Who is interested in empowering girls/getting empowered through sports by cultivating resilience?** Women in extreme sports, former athletes, educators, teachers, charities working with girls. And girls who know that they have more to offer, girls interested in sports dominated by men.

**How is resilience helping to empowering girls?** Building determination, making them confident and contributing to gender equality.

**What is created through resilience that empowers girls through sport?** Competitions, summer camps and online courses about the power of the mind

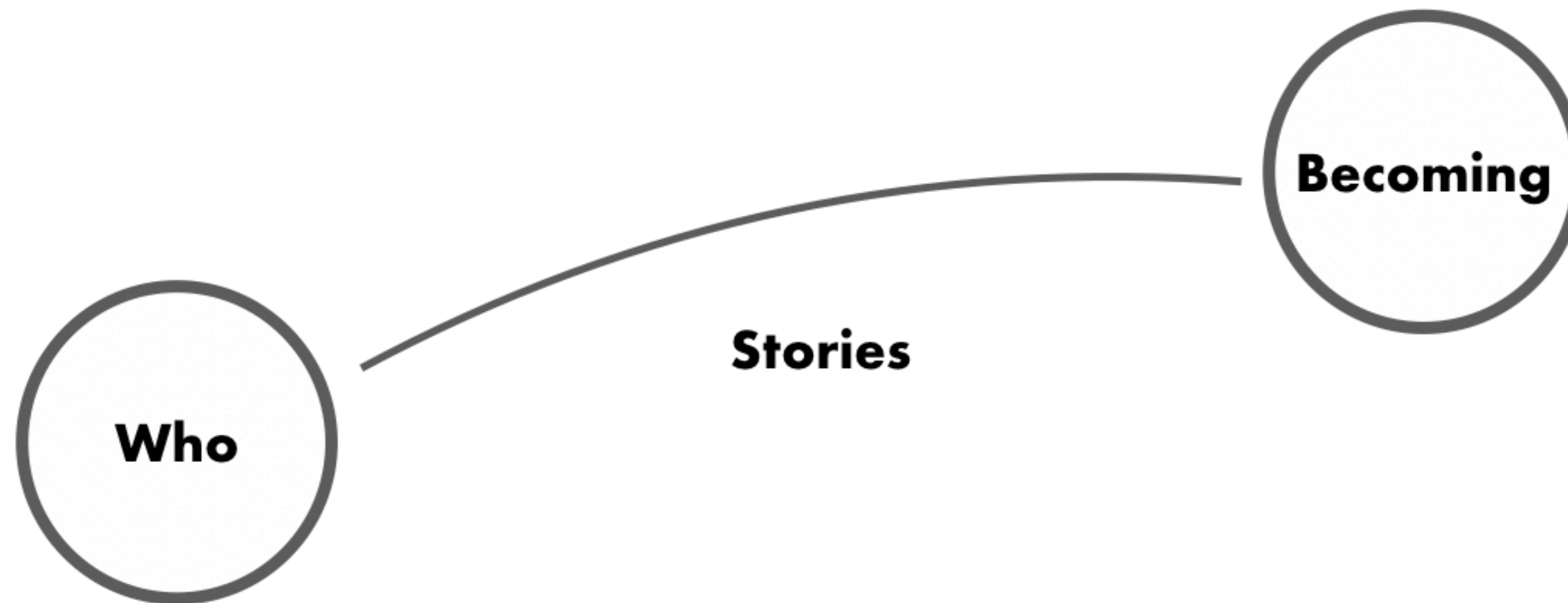
**What is the transformation when you use resilience to empower girls?** Girls are inspired to do more and actually doing more because they feel confident.

After answering all the questions for every value, ask yourself the following:

- **Who is your audience? Who are they when they find me/us?** Drawn your answers from what you've written under Who
- **Who are they becoming at the end of the journey?** Drawn your answers from what you've written under Transformation.

Now get yourself ready to go to **the final part of the framework.**

**What are the stories that they want/need to hear to achieve this transformation? What are the stories that will help them to become who they want to be?**





**Following with the example of empowering girls through sports**

**Who are they?** Girls interested in sports dominated by men, girls who know that they have more to offer, female athletes and educators who want to empower girls.

**Who are they becoming?** Girls who do things because they feel confident. Athletes who feel proud of opening doors for others, educators who see the real impact of what they do.

**What are the stories that they want to hear to transform themselves?** Stories about mentorship, stories about confidence, stories about generosity helping others to achieve things, stories about how women achieve things together.

This is the time to be imaginative, creative and think about the stories that can spark a transformational journey for the people you want to serve.

**The Story Discovery Framework** can be use anytime you feel stuck, you need to generate more story ideas or need to bring a bit of a fresh approach to your story strategy.

You can use it with your team as a brainstorming session or individually as a self-assessment exercise.

Want to go deeper and get more of your stories? Why not booking an individual session or a workshop with your team and learn how to use this framework to make a bigger impact?

**There is not better time than now to amplify your purpose with your stories!** Contact me at

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