

Mastering the Power of Patterns

We used storylining techniques as a core of our work for many years before we identified the core storyline patterns that appeared again and again across many different situations.

We decided to share them with you not only so that you could avoid taking years to discover them, but so that you could master the storylining techniques more quickly.

This module describes why patterns can boost the clarity of your own work:

1. Patterns are possible
2. Patterns speed you up
3. Patterns help you stick to logic

To learn more watch the video, complete the challenge and put the patterns into practice in your own work.

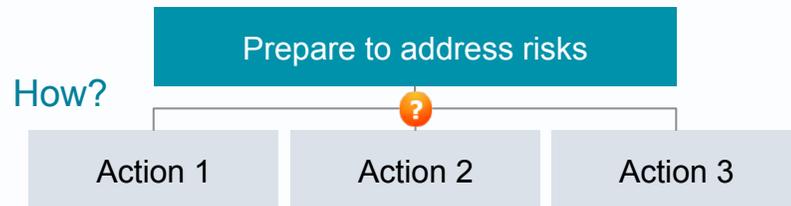
Patterns are powerful clarity 'boosters'

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Common patterns for Alerts

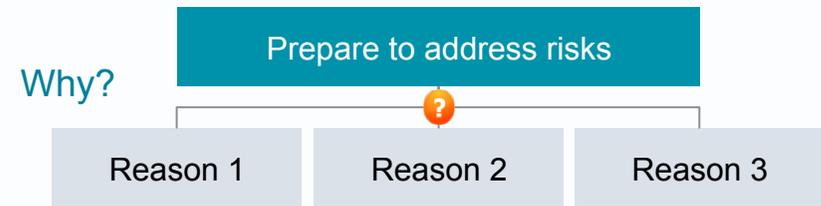
Alerts – Grouping – Actions

Context: We have been successful at ...
Trigger: However, things are changing / we have a problem ...
Question: How should we respond?



Alerts – Grouping – Reasons

Context: We have been successful at ...
Trigger: However, things are changing / we have a problem ...
Question: How should we respond?



Alerts – Deductive – Stating Problem

Context: We have been successful at ...
Trigger: However, things are changing / we have a problem ...
Question: How should we respond?



Alerts – Deductive – Emerging Issues

Context: We have a great business ...
Trigger: However, things are changing ...
Question: How should we respond?



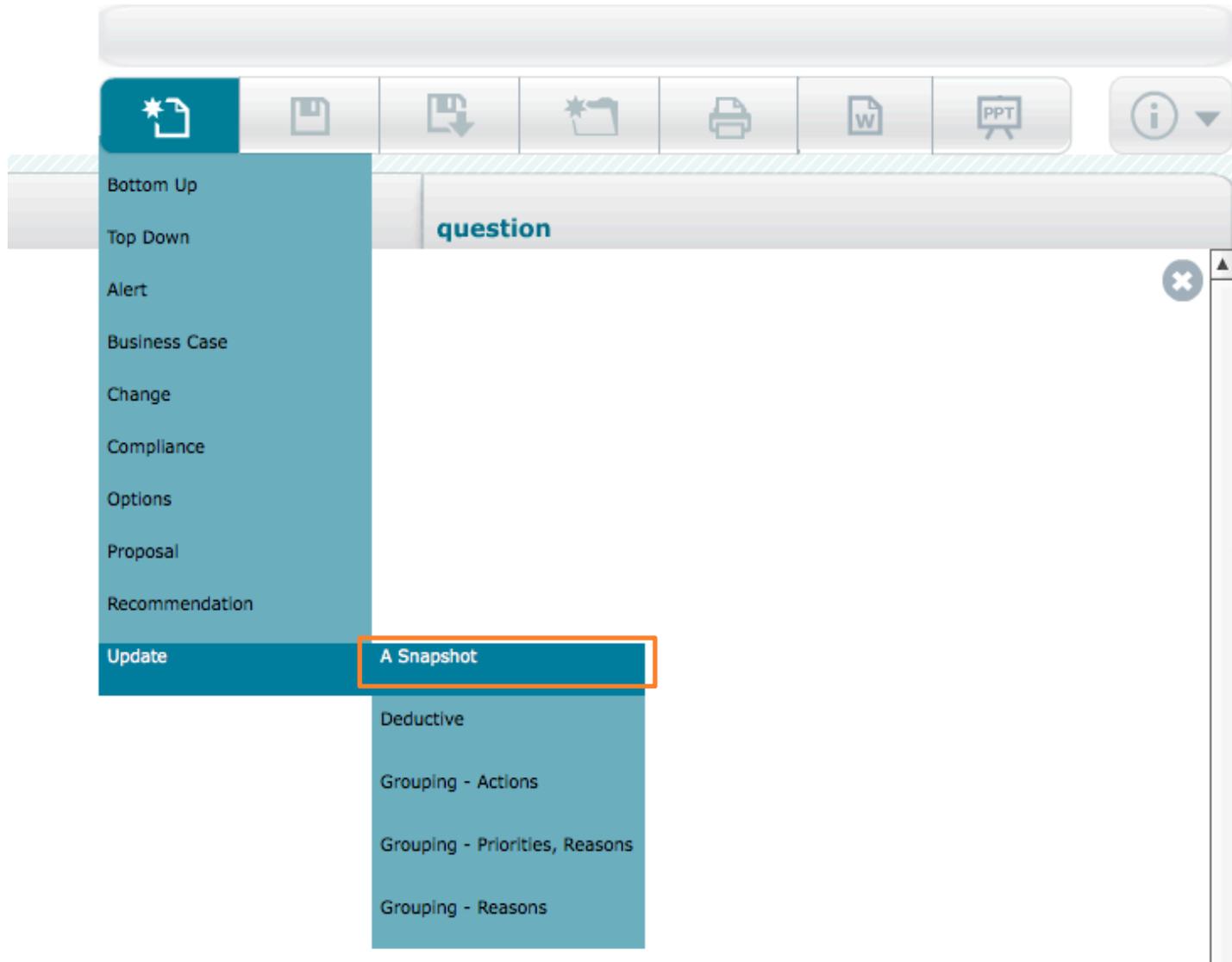
We see in commonly told business stories

1. Alerts
2. Business cases
3. Change stories
4. Compliance stories
5. Options stories
6. Proposals
7. Recommendations
8. Progress Updates

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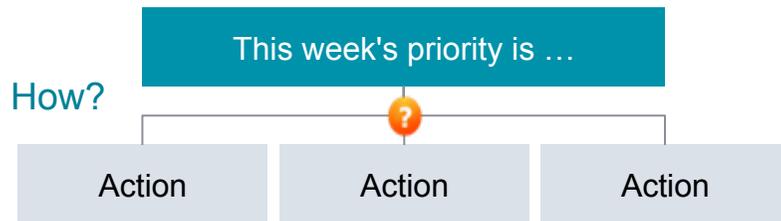
Neosi includes a growing list of patterns



Common patterns for Progress Updates

Progress Update – Grouping – Actions

Context: It's time for a heads up
Trigger: Big things happened this week
Question: How should we go forward?



Progress Update – Grouping - Reasons

Context: It's time for a heads up
Trigger: Big things happened this week
Question: How should we go forward?



Progress Update – Deductive

Context: It's time for a heads up
Trigger: Big things happened this week
Question: How should we go forward?

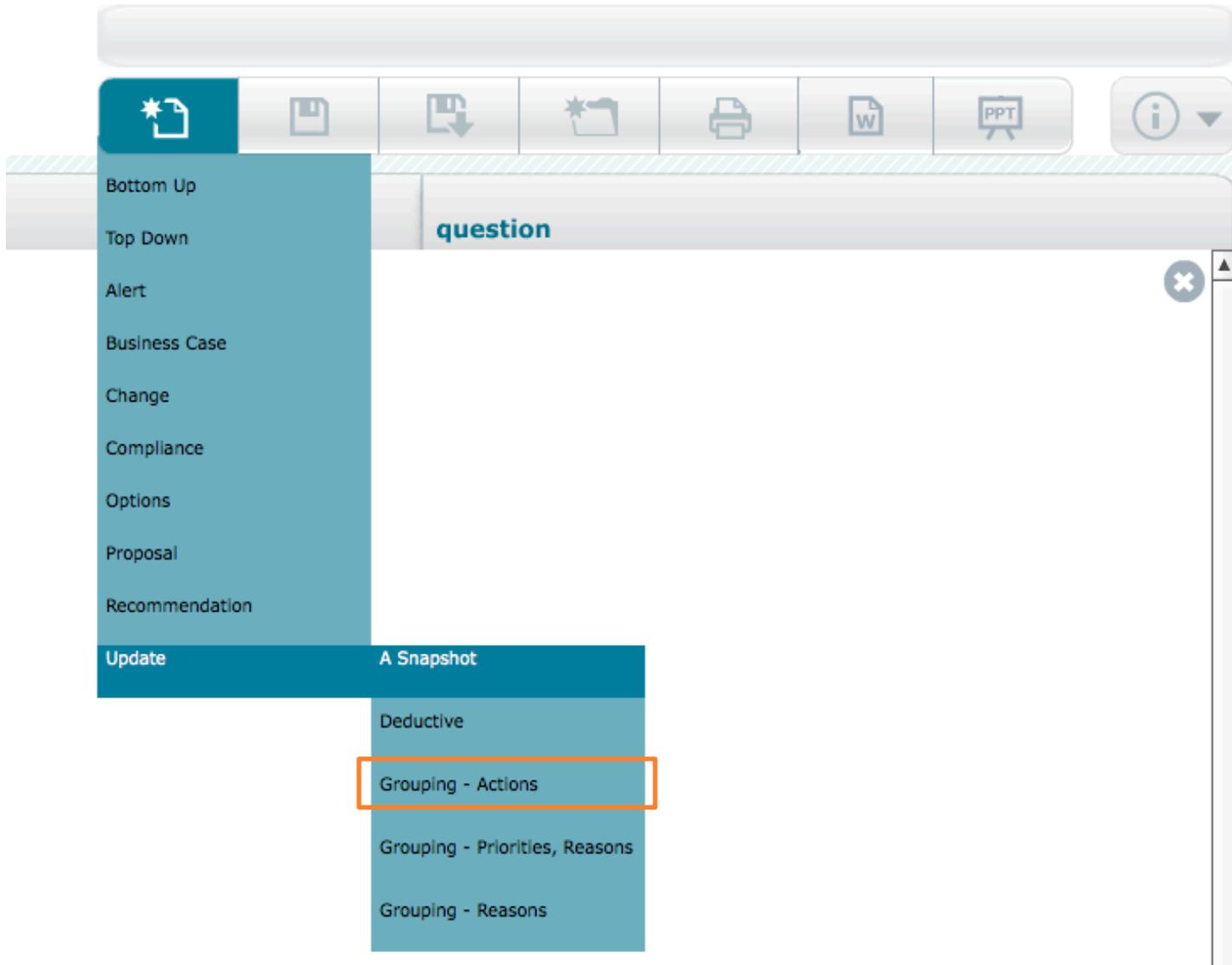


Progress Update – Grouping – Priorities and Reasons

Context: It's time for a heads up
Trigger: Big things happened this week
Question: How should we go forward?



Identify the template



Template: Progress Update – Grouping - Actions

Context & Trigger

The starting point that you and your audience will agree is true for this piece of communication followed by the reason why you are talking about that starting point.

Question

What is our top priority for next week?

This week's top priority will be to



We will ...

- Priority task 1
- Priority task 2
- Priority task 3

We will ...

- Priority task 1
- Priority task 2
- Priority task 3

We will ...

- Priority task 1
- Priority task 2
- Priority task 3

Storyline: Progress Update

Context & Trigger

I wanted to give you a heads up on our top priorities for next week in light of last week's unexpected upswing in customer complaints.

Question

What is our top priority for next week?

This week's top priority will be to address last week's unusually high level of customer complaints



We will clarify causes and identify possible solutions

- Work out which parts of the system led to the error
- Provide some options
- Put some quick fixes in place

We will focus on complainants

- Identify which of their customers have been affected
- Make sure they meet their key people face to face
- Communicate further feedback to other teams

We will plan and implement solution

- Work closely with IT and Sales to understand the problem
- Prepare long and short-term implementation options
- Implement quick fixes

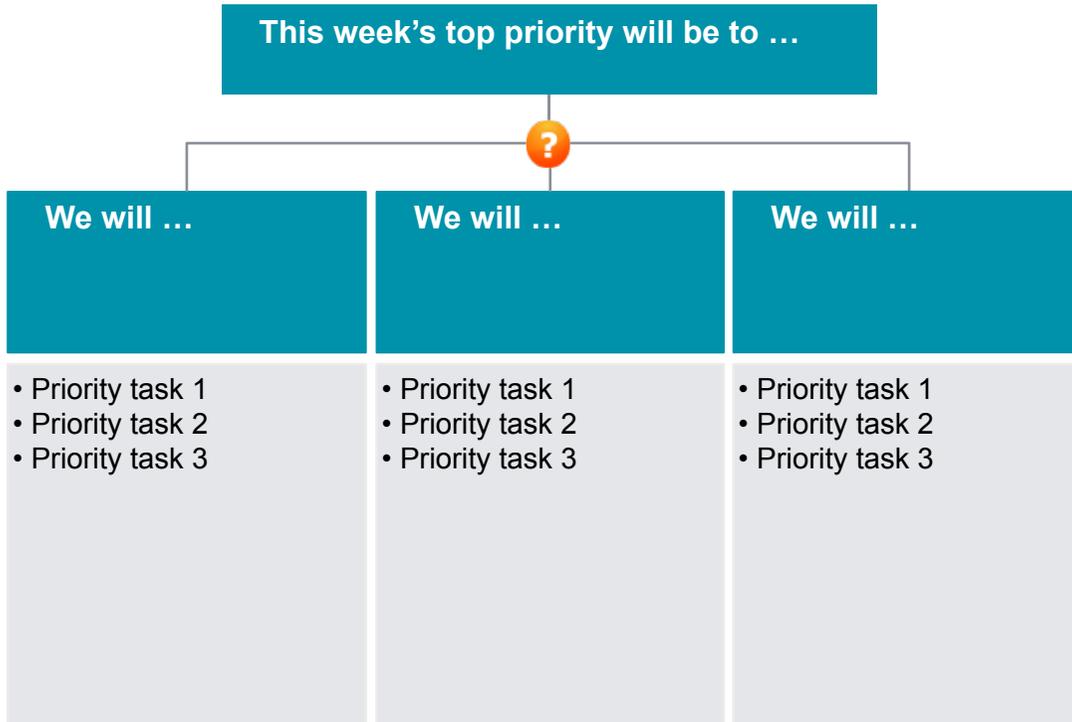
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Our groupings are logically sound

Context	Project X is now in stage Y.
Trigger	It's time to update you on our plans.
Question	What is our top priority for next week?

- ✓ Complete
- ✓ Unified: One question, one answer
- ✓ Top line has three parallel ideas
- ✓ Supports are ordered logically



Our deductive patterns are based on logic

**Modus
Ponens**

If P then Q

P

Therefore, Q

**Modus
Tollens**

If P then Q

Not Q

Therefore, not P

Syllogism

All Fs are A

B is an F

Therefore, B is
A

**Disjunctive
syllogism**

P or Q

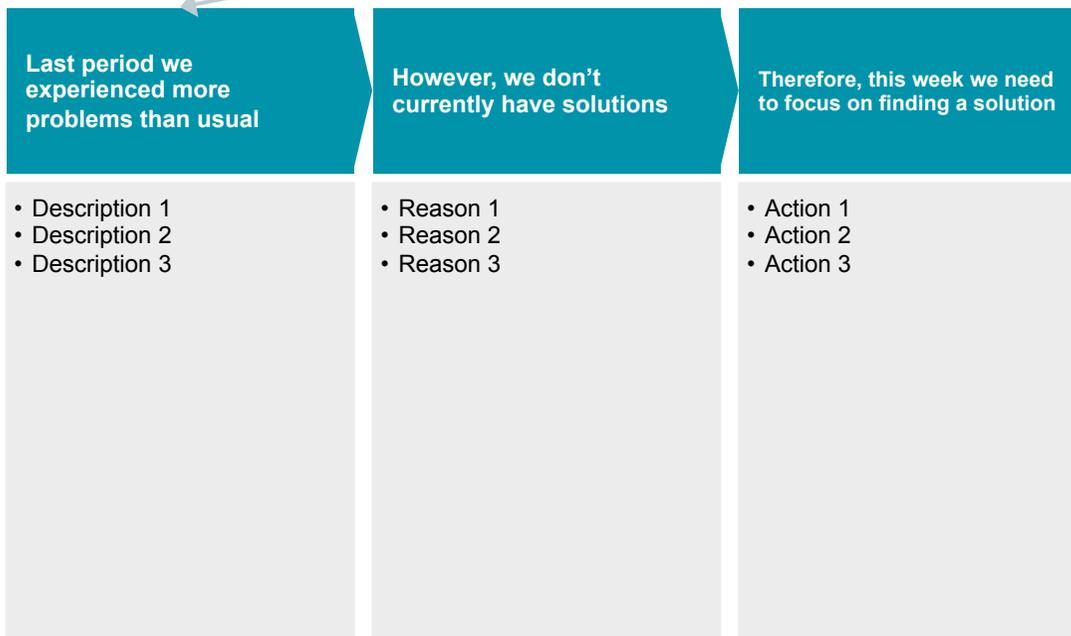
Not P

Therefore, Q

Neosi also offers a range of deductive patterns

Context	Project X is now in stage Y.
Trigger	This past period we have had some large and unexpected problems to address.
Question	How does this affect this week's priorities?

This week's top priority will be to ...



- ✓ Complete
- ✓ Unified: One question, one answer
- ✓ Top line is logically tight: a statement, a comment on that statement and an implication
- ✓ The implication is always supported by actions

Next steps

1. Take the challenge
2. Choose a pattern that you can use this week
3. Try it out

Learn more...

- ✓ Aristotle's *Poetics*
- ✓ Ken Watanabe's *Problem Solving*
- ✓ www.neosi.co to learn more and trial the storyliner
- ✓ Barbara Minto's *The Pyramid Principle*
- ✓ Linda Long's *In Search of Logic*

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