

Storyline assessment kit

Hello,

As you will have heard us say in a number of different ways, the concepts behind storylining are seductively simple, however making full use of them as an analytical tool that helps clarify your thinking is not at all simple.

This checklist and accompanying Clarity Calculator will help you work out whether you are hitting the mark with your own storylines.

We hope it helps: please contact us at hello@claritycollege.co if we can help you at all.

Regards,

Davina and Gerard

Ten-Point Test: Storylines

Is the introduction right?

1. Is the context right - does the storyline start in the right place in time?
2. Does the trigger describe why you are communicating with this audience now?
3. Is the question really the single question we want to answer?

Is there one clear, powerful Governing Idea (Answer)?

4. Is there one Governing Idea?
5. Is it powerful – does it include the ‘kicker’ and synthesise (not just summarise)?

Is the supporting storyline robust?

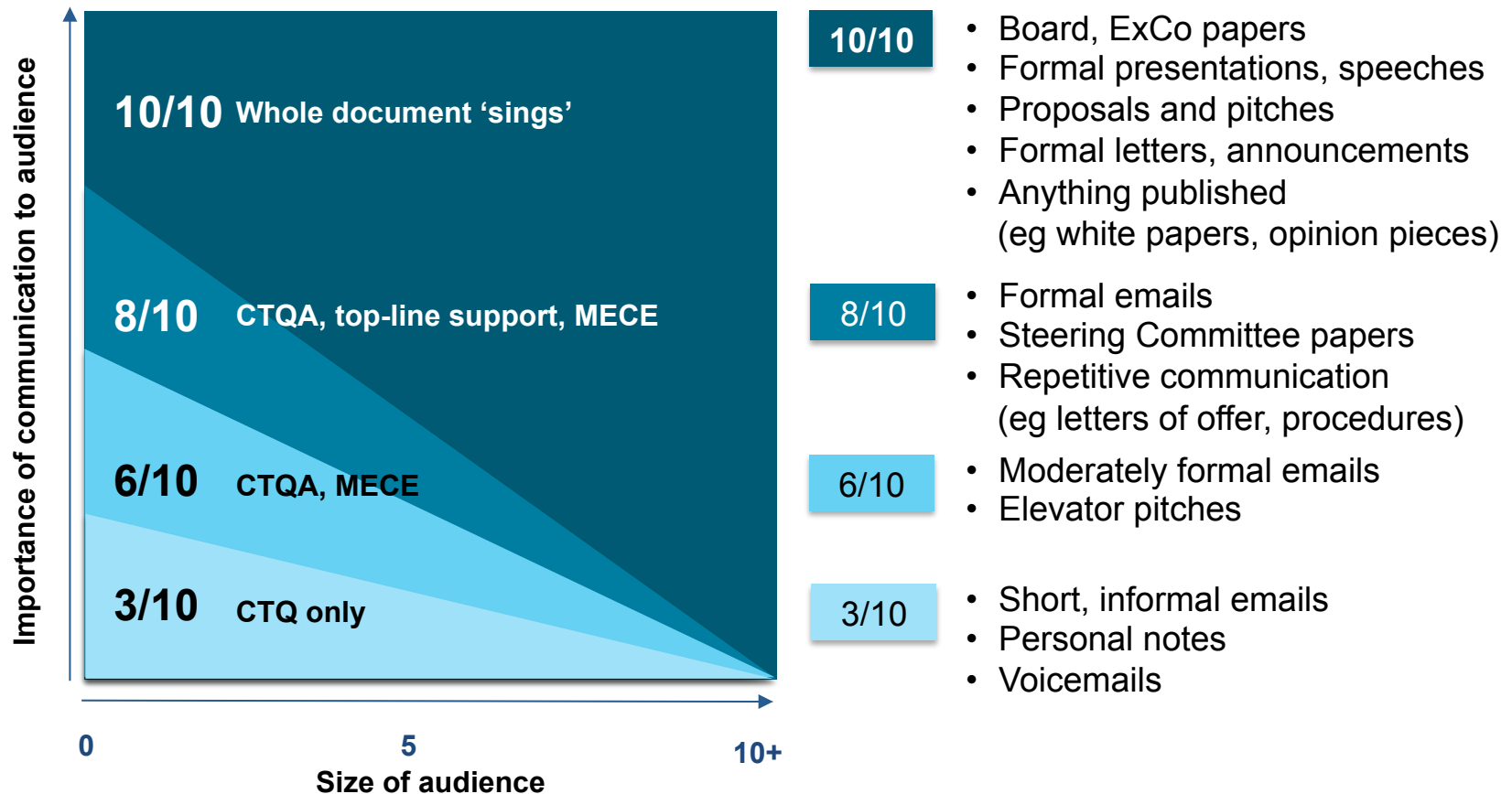
6. Is the top level support logically sound - a grouping or deductive?
7. Are the second and third level supports logically sound - grouping or deductive?
8. Is the storyline MECE (categorised well and enough evidence) at every level?

Does it meet the audience needs?

9. Does it meet the audience needs and concerns?
10. Does it suit their “style” – type and level of support?

Total / 10

Use the Clarity Index to decide how far to push your thinking



For more information ...

- Visit www.claritycollege.co for our online courses
- Visit www.neosi.co for software to take the hassle out of mapping your ideas into a storyline and generating powerful prose documents and PowerPoint packs