

CHANGE STORY ROADMAP



VISION

Just imagine how much better life could be instead. So what's stopping us?

SOLUTION

But we have the power to change all that, with this magic gift that will make our vision a reality.

STRENGTHS

Because we've done it before and know what it takes.

ACTION

Break free from the status quo and take the first step towards a better future.



PROBLEM

We're struggling. But it doesn't have to be this way.

OBSTACLES

We're being held back by old systems, cultures and beliefs about what is and isn't possible.

FEAR

Still, making a change like this can be scary. How do we know it will work?

URGENCY

This is the tipping point in our journey. We can't afford to wait any longer.

CHANGE STORY ROADMAP



This story structure works for any future, pitch, leadership or strategy story. It takes listeners on an emotional journey from their undesirable current state to a happier, future state. It shows them what's in it for them if they "buy" your idea. The bottom level of boxes is where they feel sad and the top is where they feel happy and engaged.

The most important part is the Vision – not the Solution. You must create an irresistible image of how life will be better if they "buy" your idea. (Colgate doesn't sell toothpaste. It sells fresh breath and a date on Friday night).

You can see an example of the Change Story structure in the content of my home page.

1 - PROBLEM

Identify the pain point you're going to solve. Eg. We're broke, exhausted, stuck. Keep it short.

2 - VISION

Show them what it will be like if they buy your idea BUT don't mention the Solution yet. This is the tease. This is what you're selling – the outcome, not the Solution.

3- OBSTACLES

Here you go into a bit of detail about the problem. Why are we exhausted? What's really holding us back?

4 - SOLUTION

Now you can talk about change or thing you're selling - the "magic gift" that will allow us to achieve the vision. It could be a strategy, service, idea – anything.

5- FEAR

The story can't be all happy or people get complacent. You have to contrast the hope the Solution provides here with a negative emotion, like fear of change.

6 - STRENGTHS

Here you share examples of how you've solved similar problems before, to build credibility and confidence.

7 - URGENCY

Don't give them time to hesitate. Remind them of how bad things are and how much better life could be.

8 - ACTION

Give them one specific thing to do to take the first step towards getting the Solution and achieving the Vision.