

# Mission Critical Storytelling.

Stories are simply transformation journeys involving a hero who wants to change something, but meets many challenges along the way...



**A hero with  
a vision...**

What do  
they want  
to change?  
[INTENTION]

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**faces a big  
challenge.**

Internal  
[OBSTACLE]

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External

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Philosophical

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**They meet a  
trusted guide...**

Empathy

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Authority

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**who gives  
them a plan,**

Roadmap

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**that calls them  
to action,**

Kairos

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**for a successful  
mission.**

Shared Success

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**which ends  
in tragedy.**

Failure?

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