

July/August/September 1990

**TO: Executive Addressed**

**FR: James E. Lukaszewski, APR Chairman**

**RE: Developing Stories that Communicate Your Messages**

Storytelling is one of the most effective methods of communication, in any language, in any culture. Stories that communicate have six components in common, no matter how brief or extended the story happens to be. This planning sheet is designed to help you take communications objectives, messages, ideas, and opinions and turn them into stories which communicate based upon the attributes that all successful stories have.

### STORY DEVELOPMENT FORMAT

1. Message, communications objective,  
moral, lesson, punch line, purpose:

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2. Plain language synopsis:

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3. People focus, main characters:

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### OTHER TIPS

1. *Four excellent sources* for models which help you create better stories are:
  - o Bits and Pieces
  - o Executive Speeches
  - o Readers Digest
  - o Vital Speeches of the Day
2. *Join* the National Association for the Preservation and Perpetuation of Storytelling.
3. *Be alert* to good stories you hear.
4. *Create* a story/idea folder and keep it in your desk. When you get an idea or a message you'd like to get across, jot it down on a form like the sample on the left.

4. Structure, sequence of events:

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5. Facts:

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6. Human factors:

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The Lukaszewski Group Inc. ■ Ten Bank Street, Suite 530, White Plains, NY 10606-1952  
Telephone 914.681.0000 ■ Facsimile: 914.681.0047 ■ [tlg@e911.com](mailto:tlg@e911.com) ■ [www.e911.com](http://www.e911.com)