

# STORYTELLING: *CREATE EMPATHY*

**1. INTERVIEW** 8 min. (2 sessions lasting 4 min.)

**KNOW** WHO IS IN FRONT OF YOU

**2. GO DEEPER** 8 min. (2 sessions lasting 4 min.)

**CAPTURE** WHO IS IN FRONT OF YOU

**SWAP ROLES!**

# **ANALYZE THE STORY** And find out what is worth telling (or making up)

## **3. THE OBSTACLE** *3 min.*

## **4. STRENGTHS** *3 min.*

## **5. DEFINE YOUR IDEA AND DESIGN YOUR HERO** *4 min.*

***FOCUS ON FEELINGS!***

# CREATE A NEW STORY

## 6. CHOOSE 5 PICTURES FOR YOUR NEW STORY (VISUAL) 5 min.

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## 7. SHARE YOUR IDEAS WITH THE OWNER OF THE STORY AND COLLECT THEIR FEEDBACK 10 min (2 sessions lasting 5 min.)

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# TELL THE STORY

5 min.

Once upon a time

**3 Channels to share it** 5 min.

# DISCUSSION

WHAT WORKS

WHAT CAN BE IMPROVED

QUESTIONS

NEW IDEAS