

PART 2

Storyline

Building a good story involves creating relatable characters, engaging plots with conflicts and resolutions, immersive & emotional settings, and meaningful themes that resonate with audiences. A good story evokes a spectrum of feelings and offering insights or reflections on the human experience.



Storyline

**Opening
Context**

Challenge

HERO

Character

Drama

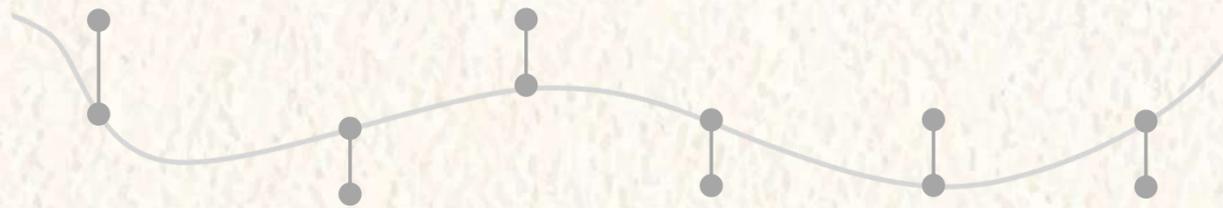
**Lessons &
Insights**

**8
kms.**



Storyline

Opening Context



Opening Context

A good story captivates by immersing the audience in its setting, transporting them to another world where they can visualize and feel emotions, creating an engaging context for the narrative to unfold.



Storyline

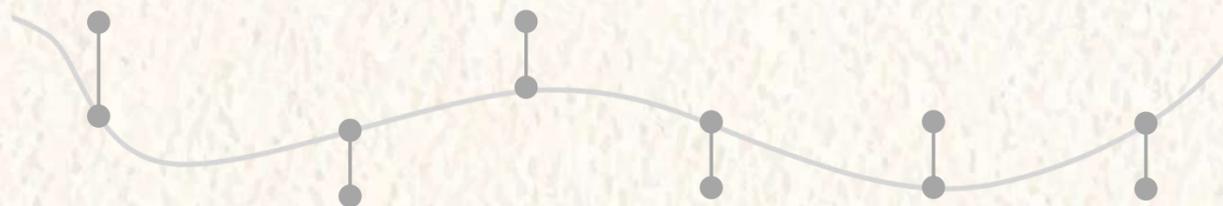
Identify the character

Every story needs a character or a protagonist around which the whole story or journey is centred.

A character could be an individual, a community, a team, a certain type of stakeholder(s); or a combination of these.

Try to describe who these characters are and what is their position and role in the society and ecosystem? What are their shared beliefs? How do they function on a day-to-day basis? Why does this story revolve around these characters?

Opening
Context



Character

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Storyline

Describing the challenge

A well described challenge helps your readers & viewers understand the gravity of the situation or problem. A detailed & well explained challenge lets people appreciate the value of the solution.

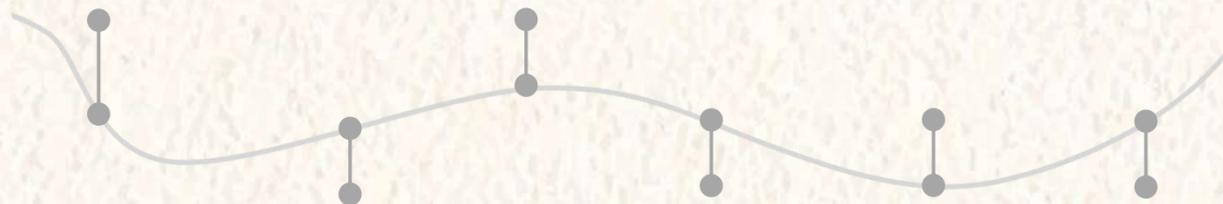
Describe in your story with empathy, the challenges these characters are facing. How can you make these challenges easy to understand and relatable for your audience? How does it affect their lives? Why should the audience care? How can they lead a better and different life?

When describing the challenge, you may use references or analogies that may be historical, demographic or data driven.

Opening
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Storyline

Drama

A challenge in the story always brings with it some drama & tension by pushing the characters to confront obstacles.

This creates a certain level of uncertainty and emotional stakes which are necessary to engage the audience.

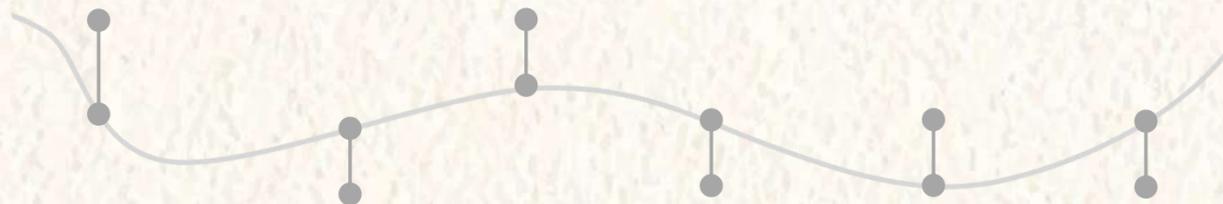
Try to build tension through curiosity, social intrigue or perhaps actual danger moments. Offer the right amount of detailing. Too little and the story is not vivid, too much and the story gets bogged down. An appropriate drama is anything that makes people start imagining or anticipate certain outcomes and possibilities.

Opening
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8
kms.



Storyline

HERO

Who is a Hero?

The hero of the story is someone or something which tackles the challenge and empathizes well with the characters as if it was one of their own. **The hero uses his/her/it's abilities such as skills, intelligence, tact, hard work, process, innovation or collaboration to overcome the challenge.**



Storyline

HERO

The Hero in your story could be a project, a partnering organization, a team that executed it, a fund, a policy, an event or that brought everyone together, or a technology/ product/ innovation that made everything possible or better. It could be as simple as a thought process that made all the difference.

Please remember that humility will make the audience fall in love with the hero. Your audience must feel your empathy and how you also think about the challenges & problems as strongly and honestly as the people getting affected do.

Opening
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Hero

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Storyline

Lessons & Insights = WISDOM

Lessons and insights are vital in storytelling as they translate experiences into meaningful messages. They help audiences understand complex social issues, inspire change, and build connections. These lessons and insights can motivate action, guide decision-making, and empower others by showcasing successful strategies and transformative journeys.

Think about presenting lessons and insights as pieces of wisdom that are easy to understand & replicable. Imagine if you were to pass on the legacy of your work, what life lesson will you share? Can these lessons be applied or reused by someone else somewhere? If yes, why and how?



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Storyline

Lessons & Insights = WISDOM

You may also **group your lessons and insights around one broad central theme** such as collaboration, innovation, knowledge, resilience, partnerships, technical know-how etc.

To build the story as a journey full of lessons, make sure these insights are shared across the story and not just as bullet points at the end. Think of some of the most remarkable discoveries in the journey and tell people how these were unearthed.

Ask meaningful questions to keep the curiosity alive and use these questions to create knowledge gaps; which makes people appreciate the lessons even more.



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Storyline



Group Activity (40 mins approx.)

Divide yourselves into groups of 2 to 3 people.

Groups will be led by: **Hajar, Ihab, Mohamed, Nesma, Maria, Habiba**

There's one storyteller in the group and the others are allies.

The storyteller will try to develop their own story, and the allies will help her/him by asking right questions and giving them insights.

At the end of the activity, each storyteller will have 5 to 6 mins to tell their story.



Storyline

Group Activity (30-40 mins approx.)

After you have developed your story, please look at some of the following questions and check within the group if you are able to tick as many of the following as possible:

Opening Context – Am I able to get people’s attention and interest in the beginning of my story?

Character – Am I making the people in my story be seen and understood well?

Challenge – Will my audience be able to understand the challenge correctly?

Moments – Am I able to make my audience feel the strong moments instead of just telling them?

Impact – Will people be able to imagine the story, connect with it and feel an impact?

Story Elements – Am I able to present a **why** (reason), **where** (location), **who** (people), **what** (insights), **how** (process) and **when** (timelines) in my overall story?

