

# Convert Learning Content to Stories People Remember

By Katie Stroud

*Once upon a time...*

An aspiring instructional designer worked at a desk in a large city. She loved to solve problems and had plenty of little ones to solve within the safety of her cubicle neighborhood. As she grew hungry for bigger problems, she faced barriers that grew around her like hungry jungle vines. Eventually she broke free and founded her own company to help others tame the same barriers that she escaped.

## Characters

<b>Hero</b>	<b>Villain</b>
<b>Supporting Characters</b>	<b>Victims</b>

# What's your Problem?

Problem:

<b>Setting</b>	<b>Background</b>
<b>Plot</b>	<b>Conflict</b>
<b>Climax</b>	<b>Resolution</b>

# Suffering

<b>Define it</b>	<b>Place it</b>
<b>Scope it</b>	<b>Solve it</b>

## Instructional Story Models

When the content is about something new, focus on: \_\_\_\_\_

When success relies on adoption, focus on: \_\_\_\_\_

When the topic is technology or something difficult, focus on: \_\_\_\_\_

When memorizing fact, figures, and other data, focus on: \_\_\_\_\_

**Setting**

**Background**

**Characters**

**Conflict**

**Climax**

**Resolution**