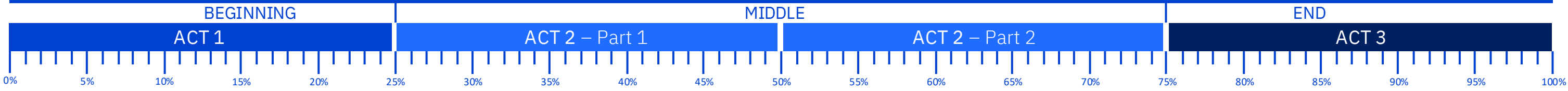


Jeremy's Mission Critical Script



EXCITE

What problem are you solving, why are you excited about it, and why should we care?

DISTURB

What BIG obstacles and challenges stand in our way (and what would it mean if we overcame them)?

ASSURE

How can we work together to overcome these obstacles, why is this approach unique/differentiated and why we must act with urgency?

Context:

Jeremy Connell-Waite created this simple 3-act structure as part of a "Tactical Communications" project to help business leaders communicate more effectively in mission critical environments. Inspired by military OODA loops and Duarte's Sparkline, the Mission Critical Script is effective in its simplicity because it helps business leaders to construct arguments in his pressure, high risk situations.

Business Application:

When a lot is at stake and the success of a pitch or a project can rest on a single presentation. This simple *SITUATION, COMPLICATION, RESOLUTION* structure helps to quickly construct communications for C-level pitches and important conversations. Deployed correctly, it is especially useful for winning hearts and minds and influencing boardroom executives, when no slides will be shown.

Jeremy's Mission Critical Script

Impact Storytelling
Mission-Critical Script
ACTION: Give your presentation a structure that will generate an emotional response and a positive outcome

<p>COLD OPEN: THE HERO'S WORLD (AS IT IS)</p> <p>ACT I</p> <p>EXCITE</p> <p>(TIME & WORDS PER MINUTE?)</p>	<p>BUT... THE PROBLEM</p> <p>ACT II</p> <p>DISTURB</p> <p>(TIME & WORDS PER MINUTE?)</p>	<p>THE TRANSFORMATION... THE SOLUTION</p> <p>ACT III</p> <p>ASSURE</p> <p>(TIME & WORDS PER MINUTE?)</p>
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Time: _____
 Words: _____
 Speaking: _____ (Words per Minute)
 Readability Score (FIR) _____
 Lexical Density _____

What problem is this story attempting to solve?
 What's your UVP? eg. *Why are you the only ___ who can ___?*
 Will this conversation *SURPRISE* your audience?
 Have you created a sense of urgency to act now?
 Are you using words like "but", "except", "and then..."?
 Are you the only person who can have this conversation?

Does your story include the 4 rhetorical appeals?

For the Head | For the Heart

LOGOS (WISDOM) | ETHOS (CREDIBILITY)
 PATHOS (EMOTION) | KARISMA (CHARISMA)
 EDUCATE | ENTERTAIN | INSPIRE | CHALLENGE

Learn More:

Read [109 Rules of Better Stories](#)

Tell Better Stories

The 9 Principles of Better Stories.

01. **Better Stories are transformational.**

All stories need a structure (eg. 3 Acts, Hero's Journey, Situation, Problem, Action, Resolution, Best). At their core, all stories are about a journey where someone (or something) is transformed for better (or worse).

www.BetterStories.org