



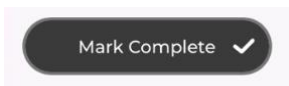
## 4DOD STORYTELLING SERIES – Navigation Guide

Welcome to your 4DOD series navigation guide. A content map to help you to explore this series so as to find your own optimum learning journey through the course.

Each 4DOD series has been designed and laid out in a clear order to ensure each video and module builds on the previous learning. You can:-

- 1) Follow this lesson order and work through the series sequentially.
- 2) Choose the order you watch the series according to your learning and development priorities and/or the live 4D course or coaching you are currently undertaking with your 4D coach.

Whether you watch the series in sequential order or whether you dip in and choose modules and videos according to your learning priorities and preferences, after each video make sure you click the 'Mark Complete' button.



Even if you watch the videos out of sequential order, as long as you press the 'Mark Complete' button after each video, your work will be logged and your progress tracker will update.



Below you will find the description and takeaways for each video in each module to help you decide whether you watch the series in order or where you might like to start.

## 4DOD STORYTELLING SERIES

### MODULE 1: Introduction to 4D Storytelling

#### 1A: Why Use Story?

##### **Core Topic:**

Stories make you 13 times more memorable than facts alone - get the complete toolkit to tell captivating stories that stick and inspire action.

##### **Goals & Takeaways:**

You'll explore why most communications feel forgettable whilst stories create lasting impact. Through comparing two opening approaches, you'll experience firsthand how narrative engages differently than standard introductions. The series equips you with practical storytelling tools drawn from decades of professional experience - from Hollywood scriptwriting to the Royal Shakespeare Company.



Whether you're new to storytelling or refreshing your skills, you'll gain easy-to-apply techniques for meetings, presentations, pitches, team communications, and everyday conversations. These tools work instantly, making your messages more memorable, impactful, and influential in every professional and personal setting.

## MODULE 2: STORYTELLING in 4D2C

### 2A: Planning & Preparing

#### Core Topic:

Master the planning map that captures every crucial story element across dimensions - ensuring richer, more engaging stories before you even start writing.

#### Goals & Takeaways:

You'll learn a powerful planning framework for story creation, exploring your story from multiple perspectives to ensure you capture all essential elements. You'll map the physical dimension (objects and action), emotional dimension (tone, journey, and range), intellectual dimension (plot and language), plus environment (locations and atmosphere) and people (characters and relationships).

At the centre sits your intentional dimension—the meaning behind your story. Through practical exercises, you'll build a rich treasure trove of story elements, ensuring nothing important gets left out. This isn't about structure yet - it's about generating brilliant content for when you build your narrative.

### 2B: Mapping Your Story

#### Core Topic:

Practice mapping a real story across every dimension - discover how this planning process reveals rich details and perspectives you'd otherwise miss.

#### Goals & Takeaways:

You'll work through a practical exercise mapping a simple journey story gone wrong, exploring each dimension step by step. You'll identify physical objects and action, emotional tone and journey, plot and language, environmental details, and key characters. At the centre, you'll clarify your story's meaning - the why behind telling it.

You'll also discover how the framework divides into "doing" (tangible facts, plot, environment) and "being" (emotion, meaning, relationships). Finally, you'll apply this process to a real story from your work or personal life, building a treasure trove of elements ready for crafting into a compelling narrative.

## MODULE 3: The StoryLoop

### 3A: Brilliant Story Structure

#### Core Topic:

Learn the simple structure that transforms rambling anecdotes into compelling stories audiences remember and care about from the first moment.

#### Goals & Takeaways:

You'll discover a simple five-part structure for crafting any story. Through practical exercises, you'll analyse familiar stories then apply it to your own turning point story.



You'll learn to get your audience invested in your story immediately and create satisfying stories with clear beginnings, middles, and ends that feel complete and meaningful. This structure works for personal stories, business narratives, and any communication where you need to capture attention and motivate action.

### 3B: The Science of Story

#### **Core Topic:**

Discover the brain science behind why stories stick - and learn practical techniques to make your messages more memorable and emotionally compelling.

#### **Goals & Takeaways:**

You'll explore how storytelling triggers four key chemicals in your audience's brains: dopamine (anticipation and reward), cortisol (tension and focus), oxytocin (bonding and trust), and endorphins (joy and laughter). These chemicals act like glue, making your messages stickier and more memorable than facts alone.

You'll learn practical ways to maximise these effects by strengthening your story structure—building more platform, adding highs and lows, creating bigger contrasts, and including humour. You'll discover how to collect stories from various areas of life and choose the right one based on the specific emotion you want to evoke in your audience to drive the action you seek.

### 3C: Using Personal Stories

#### **Core Topic:**

Build a complete personal story step-by-step - turning your experiences into compelling narratives that land professional messages with real impact.

#### **Goals & Takeaways:**

You'll choose a theme like resilience, creativity, or going the extra mile, then build a complete story around it using the five-part structure. Through guided prompts at each stage, you'll write down your story: crafting a strong platform that makes audiences care about your character, identifying the peak incident that starts everything, detailing the action and challenges faced, reaching a clear resolution, and articulating the learning.

You'll work through each element step-by-step, pausing to jot down notes and flesh out details. The result is a professionally relevant personal story you can use to land messages with real impact in meetings, presentations, and conversations.

## **MODULE 4: Stickier Storytelling**

### 4A: Speaking to the Heart

#### **Core Topic:**

Discover how sensory language transforms boring facts into vivid stories that grab your audience by the heart and make messages unforgettable.

#### **Goals & Takeaways:**

You'll explore how adding sensory details - what you see, hear, touch, taste, and smell—makes stories dramatically more engaging and memorable. Through practical exercises, you'll tell the same story twice: first with just facts, then packed with rich sensory language. You'll notice the massive difference in impact.

You'll practice applying this technique to both personal stories (like holidays) and professional contexts (like business meetings), learning to include sensory elements without overdoing it. By lighting up multiple areas of



your audience's brains beyond just language processing, you create neural coupling that makes listeners feel at one with your story's characters, connecting emotionally rather than just intellectually.

#### 4B: Bonus Tips & Application

##### **Core Topic:**

Transport your audience into your story—make them feel, see, and experience every moment as if they're living it themselves.

##### **Goals & Takeaways:**

You'll learn three advanced techniques to heighten your storytelling. First, quoting what people actually said in the moment rather than reporting speech makes scenes come alive. Second, using gestures and facial expressions to relive experiences helps audiences feel they're right there with you. Third, employing metaphor and rich adjectives amplifies emotional impact.

Through practical exercises, you'll describe recent events using these techniques, then bring everything together by telling the story of your most successful day this year. You'll layer sensory language with direct quotes, gesture, and metaphor to create a vivid, engaging narrative that grabs your audience emotionally and makes your message stick.

## **MODULE 5: 4D Business Storytelling**

#### 5A: Crafting Impactful Business Stories

##### **Core Topic:**

Transform business presentations into compelling stories people remember and act on - using a simple structure for any communication.

##### **Goals & Takeaways:**

You'll discover how to apply storytelling structure to business presentations, updates, and pitches. Instead of drowning audiences in bullet points and forgettable data, you'll learn to craft messages with clear context, identify what changed, highlight key events, present results, and articulate what it all means.

Through practical exercises, you'll reshape a recent or upcoming business message using this approach. Whether it's a two-minute update, thirty-minute presentation, or one-to-one review, you'll keep people engaged, help them remember your message, and motivate them to act - turning facts into stories that stick.

#### 5B: Practice & Application

##### **Core Topic:**

Practice reshaping your business message step-by-step - transforming data and facts into a compelling story that makes people remember and act.

##### **Goals & Takeaways:**

You'll work through a guided exercise, taking your own business message and writing it out across each storytelling stage. You'll identify four platform elements (how things were), pinpoint the peak incident (what changed), detail



four action points (what happened next), articulate the resolution (how it ended), and define the learning (what it means going forward).

You'll then see how this structure transforms business communications, making messages memorable and motivating action. This practical session gives you a reusable framework for any business presentation, update, or pitch - turning forgettable bullet points into stories that stick and drive results.

## 5C: Finding Your Theme

### **Core Topic:**

Uncover the human theme beneath any business message - connecting objectives to universal experiences that resonate emotionally.

### **Goals & Takeaways:**

You'll learn to find the human theme beneath business objectives by asking "so that" repeatedly until you reach the core experience. Whether it's loss, trust, collaboration, or change, you'll discover how to bridge business goals to universal truths.

Through practical exercises, you'll identify three human themes in your work, then match personal stories from your life that share those themes. You'll see how seemingly unrelated personal experiences can powerfully support business messages when they share the same emotional core, making audiences engage and take action.

## 5D: Power of 3 – Tool for Memorable Messages

### **Core Topic:**

Master the power of three to make business messages instantly memorable - using repeated catchphrases that stick.

### **Goals & Takeaways:**

You'll discover how the brain latches onto groups of three, making messages more memorable. You'll learn to weave a single catchphrase or theme into three strategic points throughout your story - beginning, middle, and end - creating rhythm and recall.

Through a practical example, you'll hear how a retail chain's story transforms when the catchphrase "more than a shop to stay on top" punctuates key moments. You'll practice identifying your own memorable phrase and placing it strategically throughout your business narrative, ensuring your message sticks long after you've finished speaking.

## 5E: Holding Attention with the Split Story Tool

### **Core Topic:**

Keep audiences hooked by splitting your story into three parts - creating suspense that maintains attention even in long presentations.

### **Goals & Takeaways:**



You'll discover how to strategically break a single story across your presentation: opening at the start, continuing midway, and concluding at the end. Between story segments, you deliver your business content - data, statistics, and key messages.

This technique keeps people engaged because they want to know how the story ends. You'll see a complete

example woven throughout a culture change presentation. This powerful approach ensures your audience stays attentive throughout lengthy meetings where attention naturally wanes, turning passive listeners into invested participants eager to hear what happens next.

## MODULE 6: Inspiring with Vision

### 6A: Finding your Goal

#### Core Topic:

Craft inspirational visions that rally people around ambitious goals - scaling from personal targets to organisational transformation.

#### Goals & Takeaways:

You'll discover how to identify goals big enough to truly inspire by exploring three escalating levels of ambition. Through practical exercises, you'll apply this to your own personal or professional goals, seeing examples from fitness targets to team projects to organisational change.

By pushing beyond what seems initially possible, you'll identify the moonshot vision that can genuinely rally people to action. You'll walk away with a clear, inspiring goal that stretches boundaries whilst remaining believable - whether you're leading a team project or pursuing personal ambitions.

### 6B: Crafting a Motivating Story

#### Core Topic:

Build a complete vision story that inspires action - transforming your ambitious goal into a narrative people want to step into.

#### Goals & Takeaways:

You'll discover how to craft your vision story using an adapted structure for the future. Through step-by-step exercises, you'll build each element: why change is needed, the turning point, the path forward, the inspiring destination, and what you need from your team.

You'll work through practical exercises to create your own vision story, whether for a team project, organisational change, or personal goal. You'll see examples and learn to balance urgency with optimism, creating momentum and confidence. The result is a compelling narrative that rallies people around your vision and motivates them to make it reality.

## MODULE 7: Advanced Storytelling

### 7A: Instant Structure with the Timeline & Circular Narrative

#### Core Topic:

Transform rambling into polished stories instantly - even mid-presentation when you realise you've lost your thread and need structure fast.



### **Goals & Takeaways:**

You'll discover two quick techniques that rescue wandering narratives and create instant structure, even when you haven't planned ahead. Through practical exercises, you'll learn to craft stories that feel complete and satisfying to audiences, tapping into how our brains naturally process sequential information.

These tools work in real-time, giving you confidence to tell compelling stories spontaneously - whether you're presenting, in meetings, or having conversations. You'll never again feel stuck mid-story, unsure how to bring it home. Perfect for creating polished narratives on the fly that hold attention and land with impact.

### 7B: Creating Surprise

#### **Core Topic:**

Create gripping stories by mastering the expectation gap - the powerful technique that keeps audiences on the edge of their seats.

### **Goals & Takeaways:**

You'll discover how to surprise audiences by opening the gap between what they expect and what actually happens. Through practical exercises, you'll practice setting up expectations then deliberately subverting them - creating intrigue that hooks people instantly.

You'll explore examples from everyday scenarios to business contexts, learning to identify moments where you can introduce unexpected twists. This technique transforms ordinary stories into memorable narratives that capture attention and keep audiences engaged, whether you're telling personal anecdotes or business case studies that need real impact.

### 7C: Creating Suspense

#### **Core Topic:**

Master the technique to create urgency and suspense that keeps audiences riveted to every word.

### **Goals & Takeaways:**

You'll discover how adding deadlines transforms ordinary stories into gripping narratives. Through practical application, you'll learn to introduce time pressure that creates genuine urgency - making audiences invested in whether you'll make it in time.

You'll explore how to identify opportunities in your existing stories to add this element of suspense. Whether it's a business deadline, a personal race against time, or a critical moment that can't be missed, you'll learn to leverage urgency to dramatically increase engagement and make audiences care about the outcome.

### 7D: Raising the Stakes so your Audience Cares

#### **Core Topic:**

Transform ordinary stories by raising the stakes - making audiences deeply invested in what happens next.

### **Goals & Takeaways:**

You'll discover how making elements of your story more important creates genuine suspense and engagement. Through vivid examples, you'll see the dramatic difference between describing an ordinary object versus one with deep significance and irreplaceable value.



You'll learn to identify opportunities in your own stories to raise the stakes - making hopes more vital, objects more precious, and outcomes more consequential. Whether it's a business contract or a personal moment, you'll discover how adding layers of importance makes audiences care deeply about your story's outcome and stay riveted throughout.

## 7E: Turning Bad Events into Brilliant Stories

### **Core Topic:**

Turn disasters into opportunities - master reframing to transform failures and setbacks into captivating, motivating stories.

### **Goals & Takeaways:**

You'll discover how to reframe challenging situations into positive narratives about strength, courage, and resilience. Through practical exercises, you'll shift perspective on difficult events, turning apparent failures into compelling stories.

You'll also master the mini reframe - a quick technique for turning negative situations into engaging content instantly. You'll see powerful examples and practice reframing your own challenging moments, learning to find the captivating angle even when everything seems to have gone wrong, transforming setbacks into stories that intrigue and inspire.

## 7F: Building Compelling Characters

### **Core Topic:**

3 techniques to create unforgettable characters - transforming ordinary people into fascinating figures audiences remember.

### **Goals & Takeaways:**

You'll discover three character-building techniques from improvisation that transform standard figures into intriguing, memorable people. Through practical exercises, you'll learn to defy audience expectations and create characters that keep brains engaged.

You'll identify opportunities in your own stories to apply these approaches. These techniques work because our brains constantly predict what people will be like based on their roles, and breaking those predictions keeps audiences alert, engaged, and invested in your narrative.

## 7G: Shared Emotions with Universal Truths

### **Core Topic:**

Deepen emotional connection using universal truths - shared human experiences that make audiences feel truly seen.

### **Goals & Takeaways:**

You'll discover how to identify and weave universal truths into your stories - fundamental experiences like loss, hope, love, and family that everyone shares. You'll learn why these truths create collective engagement at a much deeper level than facts alone.

You'll identify universal truths within your own stories, tapping into what connects us all as human beings. This technique transforms ordinary narratives into emotionally resonant experiences audiences feel personally, creating the heart that makes stories unforgettable.



## 7H: Collecting Stories

### **Core Topic:**

Never run out of compelling content - harvest stories from everywhere so you always have the perfect narrative ready to support any message.

### **Goals & Takeaways:**

You'll discover how to actively collect stories from books, films, news, colleagues, and everyday moments, building a rich repository that makes you a better storyteller. Through practical exercises, you'll identify your best sources for harvesting and learn to capture memorable narratives.

You'll also learn to extract powerful elements - an image, theme, or moment - rather than retelling entire narratives. This ensures you always have relevant, diverse story material to draw from whenever you need to illustrate a point, support a business message, or engage an audience compellingly.

## 7I: Obstacles & Success

### **Core Topic:**

Overcome the biggest obstacle to storytelling - getting started - by discovering which creative pathway unlocks your success.

### **Goals & Takeaways:**

You'll discover four different entry points for creating stories: gathering facts and research, organising structure and timelines, improvising and experimenting, or starting with meaning and purpose. Through self-reflection, you'll identify which gateway feels most natural to you.

You'll also challenge limiting beliefs about whether you're a "storyteller" and embrace curiosity over perfection. By understanding your unique creative process, you'll eliminate the paralysis that stops most people from beginning. This removes the biggest obstacle to storytelling, giving you a clear, personalised pathway to start crafting narratives confidently.

## **MODULE 8: Storytelling Series Close**

## 8: Action & Application

### **Core Topic:**

Turn everything you've learned into action - commit to the 21-day challenge that transforms storytelling from theory into natural habit.

### **Goals & Takeaways:**

You'll get a complete recap of every tool from the series and discover how to apply them immediately through the 21-day challenge - the timeframe proven to embed new habits. You'll learn that powerful stories don't need to be epic; small, relatable moments often create more impact than grand adventures.

You'll also become a "story anthropologist," learning to analyse why certain stories work brilliantly whilst others fall flat. This final module gives you the commitment framework and practical habits to make storytelling second nature, ensuring all the techniques you've learned become tools you actually use rather than information you forget.



## 4DOD Impact Series - ADDITIONAL RESOURCES:

### MODULE 1 Introduction ADDITIONAL RESOURCES

- Leading from the Inside Out – The 4 Things that will make you a world-class leader [Article](#)
- Welcome to the Age of Soft Skills – Inspiring through Story [Article](#)
- 4D Podcast – World-Class Leadership – no.4: Presentation and Storytelling Skills [Podcast](#)

### MODULE 2 Storytelling in 4D2C ADDITIONAL RESOURCES

- Leading from the Inside Out – The 4 Things that will make you a world-class leader [Article](#)
- Welcome to the Age of Soft Skills – Inspiring through Story [Article](#)
- Mapping Your Story in 4D2C [PDF](#)

### MODULE 3 The 4D Storyloop ADDITIONAL RESOURCES

- 4D Storyloop [PDF](#)
- The Power of Great Storytelling [Video](#)

### MODULE 4 Stickier Storytelling ADDITIONAL RESOURCES

- Stickier Storytelling Reminders [PDF](#)

### MODULE 5 4D Business Storytelling ADDITIONAL RESOURCES

- Business Storytelling with the Storyloop [PDF](#)
- 4D Concise Messaging – 3 Things Tool [PDF](#)

### MODULE 6 Inspiring with Vision ADDITIONAL RESOURCES

- 4D Vision Loop [PDF](#)

### MODULE 7 Advanced Storytelling ADDITIONAL RESOURCES

- Advanced Storytelling Checklist [PDF](#)

### MODULE 8 Storytelling Series Close ADDITIONAL RESOURCES

- Practice Planner [PDF](#)
- Accountability Planner [PDF](#)