Storytelling
Foundations of The Sharp Experience

Crafting Your Story

Storytelling creates heartfelt connections, conveys purpose and compels people to take action. Most stories follow a natural pattern of introducing characters, revealing a challenge, showing how the main character faces the challenge, and ultimately resolving the story. Use this worksheet to help you craft your story of The Sharp Experience.

Define Your Intention

Before sharing a story, it's important to understand what you want to accomplish. Who is your audience? What is your goal in sharing this story? How do you want your audience to feel at the end or what actions do you want them to take?

Set the Stage

Where and when is the story taking place? Who are the characters? What is the main character's goal?

Introduce the Conflict

Every story has a conflict — a problem to overcome. What is the conflict in your story? What challenges or series of events occur?

Reveal the Ultimate Challenge

Here, the main character takes on their biggest challenge. This is the peak of the story, and tension and emotions are high. What is your character facing right now? What are they feeling? What happens?

Close the Gaps

How are the conflicts resolved? What changes did the characters experience? Do any remaining questions need to be answered?

Wrap It Up

What was the outcome? What was learned? What changed? How did the events impact you or those in the story? How does the story exemplify The Sharp Experience?

Storytelling Tips

- Start with a hook — an intriguing observation, question or scene to grab the audience's attention.
- Show, don't tell. Use dialogue, inner monologues, sensory details, actions and reactions to immerse the audience in your story.
- Ask the audience a question to make them part of the story.
- When appropriate, use visual aids like photos or videos to bring your story to life.
- Keep your story short and to the point.

We are always on the lookout for stories that exemplify The Sharp Experience. If you'd like, email your story to sharp.experience@sharp.com. Thank you!

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