



# Prep Pack

Use this pack to learn about the Storytech process and prepare for your Storytech Day.





## Introduction

# Welcome to your Storytech journey!

**Congratulations on signing up for Storytech and taking the first step toward a better, clearer, more compelling story for your brand.**

**This Prep Pack will help prepare you for the day, so that you and your team get the very most out of the Storytech process:**

1. What you'll spend the day doing and working towards
2. The three canvases that make up the Storytech process
3. How to use the Storytech online platform
4. Your agenda for the day
5. What you'll need on the day

Something you're wondering about that's not covered in this pack? Check our frequently asked questions at [storyte.ch/faq](https://storyte.ch/faq)



## 1. Your Storytech day

On the day, you and your team will spend from 9am - 5pm together, being guided through the Storytech process using a video-led online platform along with printed materials.

Your day will be full of discussion, debate and ideas, inspired by stimulating questions and fantastic case study examples. Importantly, the Storytech process will allow you to assemble your work into tangible outputs that you can immediately put into action.

By the day's end, you'll have completed the three Storytech canvases, giving you a fully-formed brand story, and a to-do list of how to get out and tell that story to the world.

Your story will grow and evolve over time. But this 'blueprint' for your brand and marketing will help you create clarity, alignment, and the confidence to go out into the world with a simple, clear brand story that's built on solid strategic foundations.

## 2. An introduction to the three canvases that make up the Storytech process

Storytech is centred around three 'canvases' – single page documents that you'll build together through the day and which will capture the essentials of your story and storytelling plan:

Lean Canvas

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Brand Story Canvas

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Storytelling Canvas

## Lean Canvas

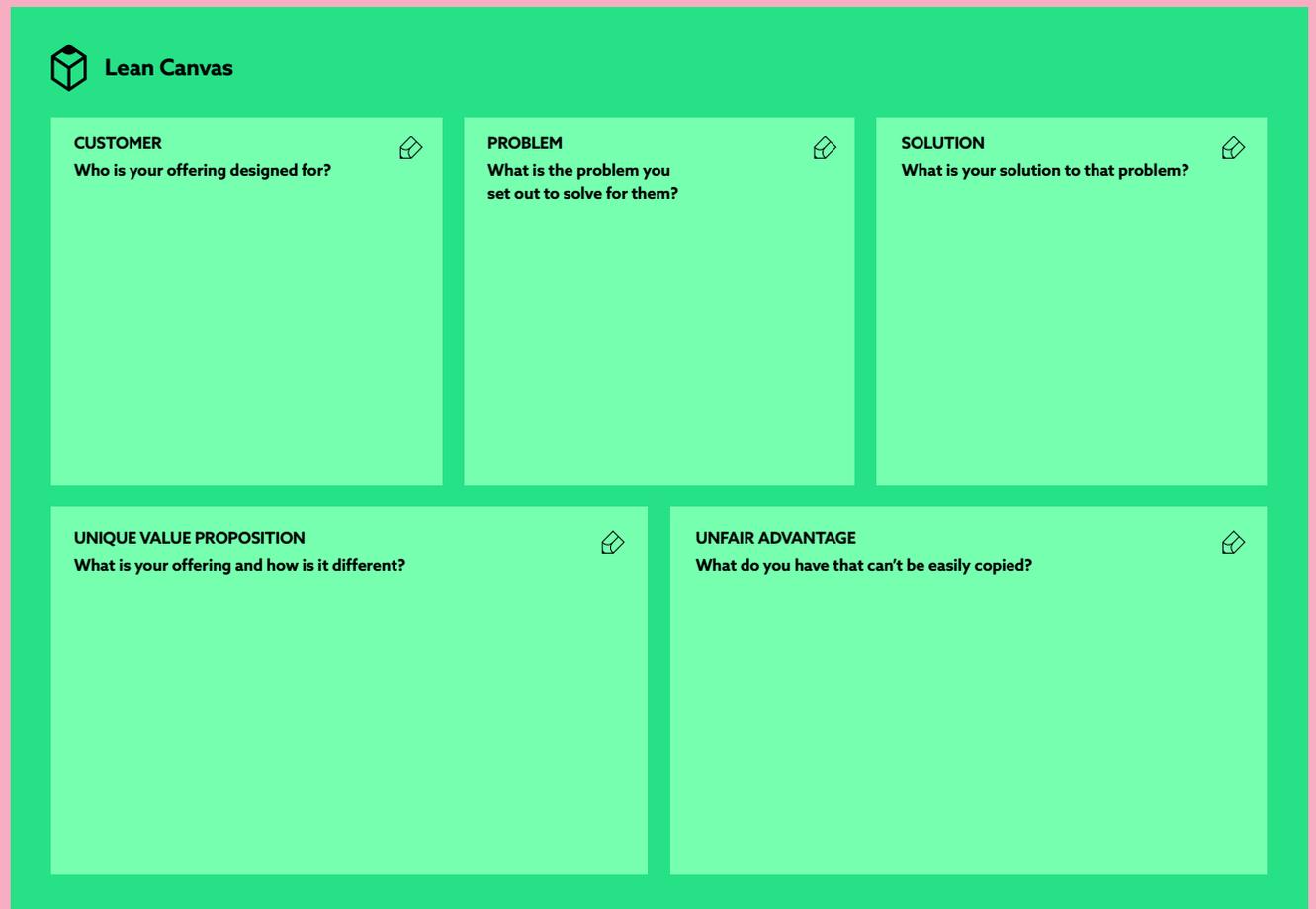
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First up is the Lean Canvas. You may have heard of this canvas before – it was made popular by the books 'The Lean Startup' and 'Running Lean', which have become required reading in the startup world.

You'll be using a simplified version of the traditional Lean Canvas - one that focuses on the elements most important to your brand story. This Lean Canvas captures the essence of your 'offering' - the product, service or experience you're selling - and is the foundation on which your brand story will be built.

The Lean Canvas looks like this:





## The Storytech Canvases

# Brand Story Canvas



The second canvas is the Brand Story Canvas. This is the heart of Storytech. We created this canvas to work alongside the Lean Canvas, and be its 'customer facing' counterpart. Here is where you'll gather the remaining building blocks of your brand, then put those blocks together to form the first draft of your story.

The Brand Story Canvas looks like this:

### Brand Story Canvas

<b>HISTORY</b> Who created your business, when and where?	<b>STORY</b>  We're _____ and we exist to _____  We created _____ for _____ because _____  _____ is _____ _____	<b>AMBITION</b> What is your goal?
<b>PURPOSE</b> Why do you do what you do?	<b>PERSONALITY</b> How does your brand speak and act?	

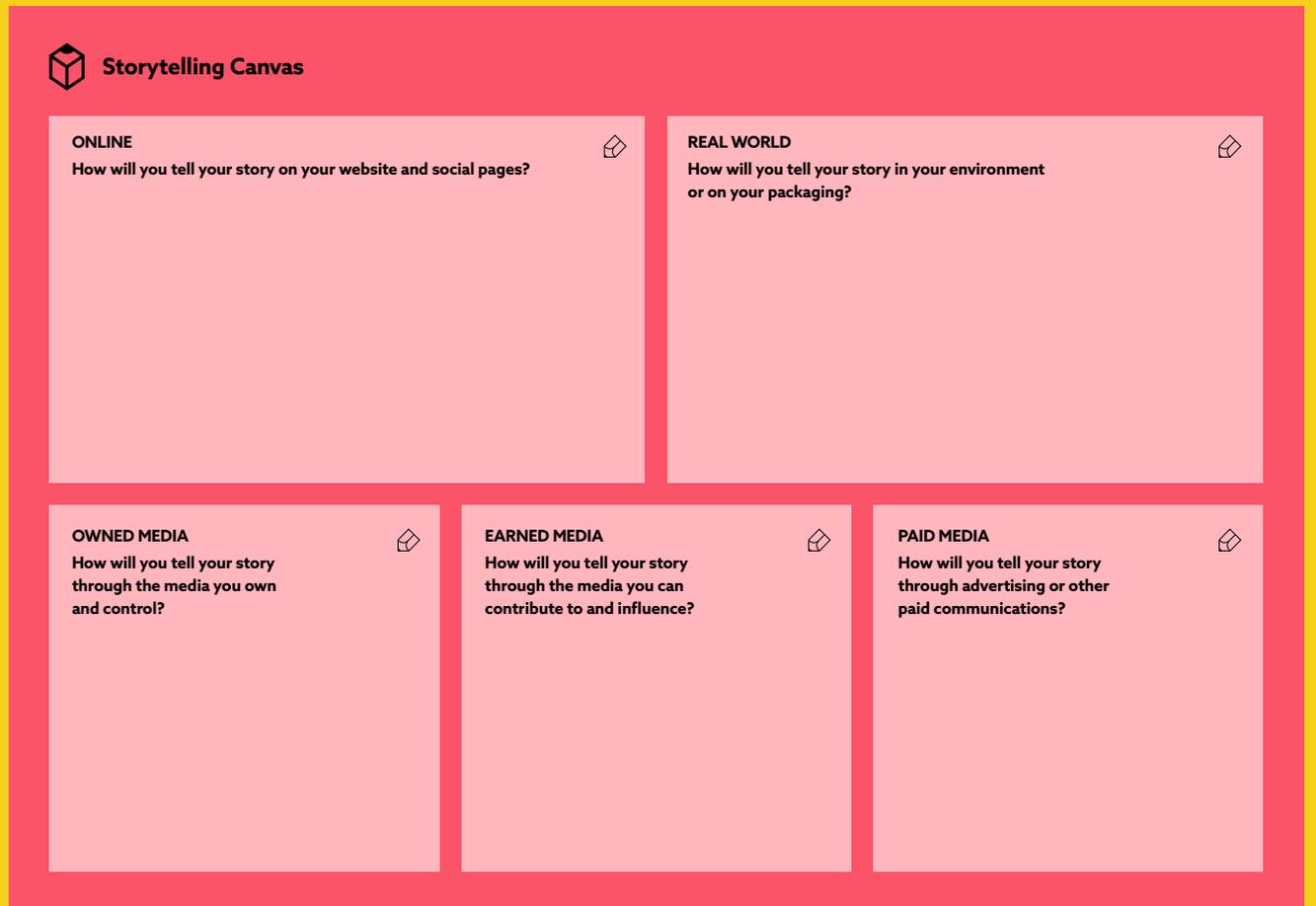


## Storytelling Canvas



The third canvas is the Storytelling Canvas. This is where you'll start to turn the words into actions. You'll explore all the different opportunities your brand has to tell its story, looking at the ways other brands tell theirs. And you'll make a to-do-list for how to get your story off the page and into the world.

The Storytelling Canvas looks like this:



### 3. Using the Storytech online platform

**On the day, you'll be guided through the process by the Storytech online platform - a web-based interface that you can access from any desktop web browser.\***

**There are three main screen types that you'll cycle through:**

Video Screens

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Workshop Screens

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Capture Screens

**Along with the online platform, you'll use two other resources:**

The Storytech Day Pack

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Paper Worksheets

\*The Storytech platform cannot be used on a mobile device, and is best used on a desktop web browser, projected or connected to a large screen, with clear audio.



## Video Screens

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At the core of Storytech is a series of videos, where James introduces you to the canvas boxes, and gives you guidance on how to approach each box.

In each video there's a colourful animation that gives you a relevant case study to use as an example.

For these screens, you'll need to make sure that everyone in your team can see and hear the screen clearly.

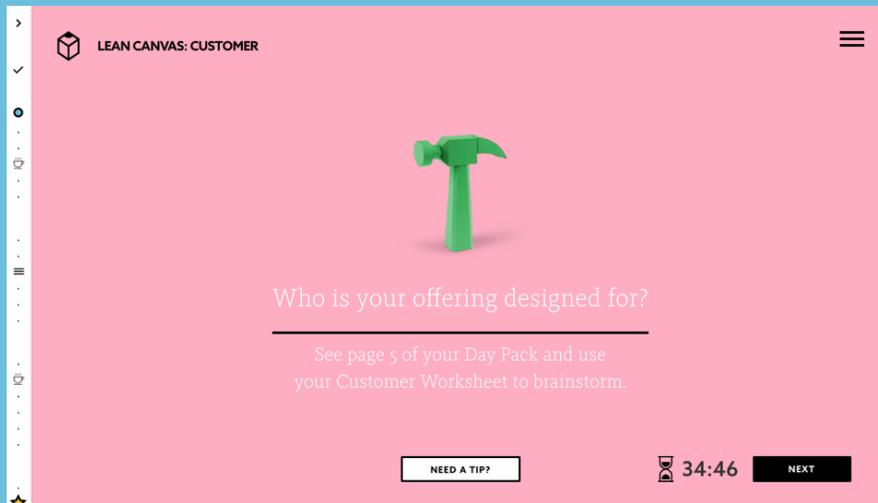
Then it's just a case of clicking 'play', sitting back and taking it in.

## Workshop Screens

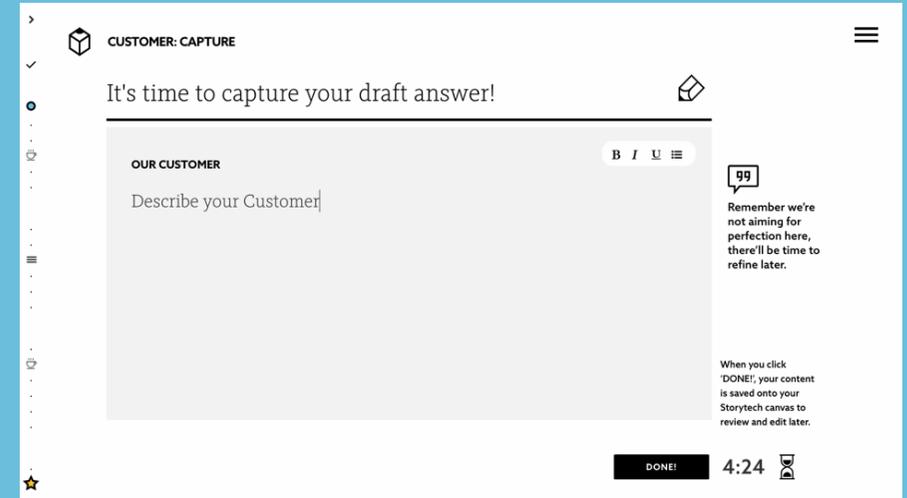
When the video for each canvas box has finished, you'll be taken to a workshop screen for that canvas box.

On this screen is the key question you're seeking to answer, as well as the page in your Day Pack to turn to.

There's also a timer that will count down the time you have remaining to discuss and decide on your answer to that key question.



If you get a little stuck, no problem - just click the 'Need a tip?' button and you'll be given a piece of advice to get you thinking differently.



## Capture Screens

At the end of each workshop you're sent to a capture screen, where you're given 5 minutes to capture your content for the canvas box you've just workshopped.

Here, you'll type your content into the platform.

When you click 'Done!', your content will be saved onto your canvas, where it can be viewed and edited later.

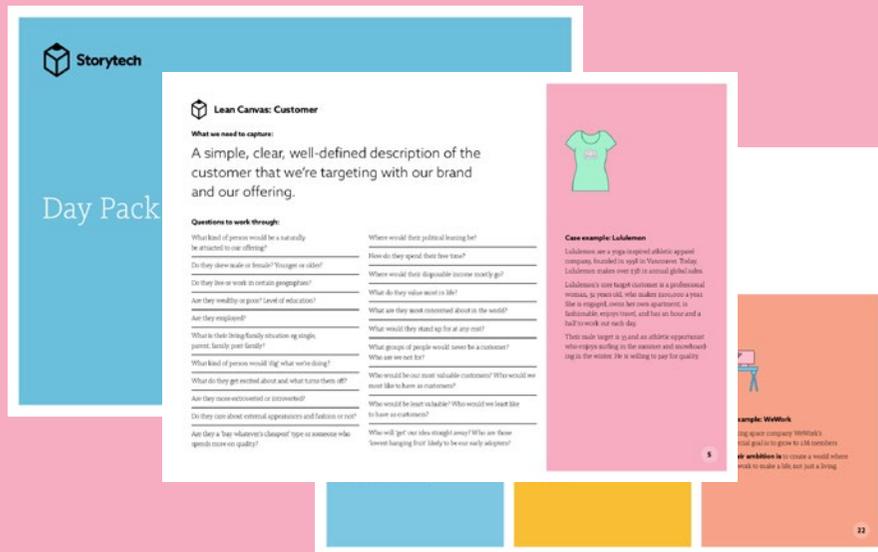
At the end of the day, you'll be able to view your completed canvases, and they'll be emailed to your whole team for review.

After your workshop, you'll be able to access and edit your canvases to refine and finalise them.

# The Storytech Day Pack

Throughout the day, you'll refer to your Day Pack - a document that's packed with questions, tips, and case examples to refer to as you move through the Storytech process.

You'll be able to download this pack from your Storytech dashboard, and you can either print a copy, or have it in PDF form on a tablet.



# Paper Worksheets

During your Storytech day, you'll use these worksheets to brainstorm and take messy notes before you refine your thinking and enter it into the capture screens.

You'll be able to download these worksheets from your Storytech dashboard. If you have an A3 printer, it's best to print these worksheets on A3.



# Your Storytech Day Agenda

## Welcome



**09:00**

Welcome, introduction to the Storytech process and day ahead

5 min

**09:05**

Set expectations and ambitions for the day ahead

5 min

## Part One: Lean Canvas

**09:10**

Lean Canvas: Introduction & Customer

45 min

**09:55**

Lean Canvas: Problem

35 min

**10:30**

Lean Canvas: Solution

25 min

**10:55**

 Morning Break

10 min

**11:05**

Lean Canvas: Unique Value Proposition

25 min

**11:30**

Lean Canvas: Unfair Advantage

20 min



## Part Two: Brand Story Canvas



**11:50**

Brand Story Canvas: Introduction & History

25 min

**12:15**

Brand Story Canvas: Purpose

35 min

**12:50**

 Lunch Break

30 min

**13:20**

Brand Story Canvas: Ambition

25 min

**13:45**

Brand Story Canvas: Story

25 min

**14:10**

Brand Story Canvas: Personality

25 min



## Part Three: Storytelling Canvas



**14:35**

Storytelling Canvas: Introduction & Online

25 min

**15:00**

 Afternoon Break

10 min

**15:10**

Storytelling Canvas: Real World

25 min

**15:35**

Storytelling Canvas: Owned Media

25 min

**16:00**

Storytelling Canvas: Earned Media

25 min

**16:25**

Storytelling Canvas: Paid Media

25 min

## Wrap up

**16:50**

Summary discussion and where to from here

5 min

**16:55**

Finish!





## Preparation Checklist

### 5. What you'll need to think about and prepare before the day

To get the most out of Storytech, we recommend you get the following things together:

1. **Between two and four members of your team.** Most people find Storytech challenging to do alone, with nobody to bounce their thoughts off. And more than four people tends to mean a lot more discussion and the need for longer than a day.

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2. **A full day.** Storytech is a packed session that will take a full 8 hours, from 9:00am until 5:00pm. It's important that your team set aside the whole day, and that you plan in advance to handle any other commitments during the 10 minute morning and afternoon breaks or the 30 minute lunch break.

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3. **A comfortable room,** free of distractions. It doesn't matter if it's a fancy meeting room or somebody's garage, as long as it's quiet and comfortable.

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4. **A computer** with internet access, a screen that everybody can easily see, and audio that everybody can easily hear. You'll be playing and following online videos right throughout the day.

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5. **The Storytech Day Pack,** either printed out or accessible on a tablet or computer that's additional to the computer you're running the platform and videos on.

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6. **The Storytech Worksheets,** and the ability to stick them up on the wall. You can print the worksheets out on A3, or copy the headlines onto giant post-it notes or butcher's paper. Whatever you choose to do, it's helpful to have your work up as you go, as you will often want to refer back to previous sections. Ideally you will end up with the walls covered in paper and be able to see the story that has come to life over the course of the day.

7. **A scribe and a timekeeper.** One person needs to be responsible for following the discussion and writing on the worksheets. Another person needs to have permission from the group to crack the whip and move the conversation along when time is short.

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8. **Paper and pens** or pencils for people to doodle with.

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9. **Post-it notes** – so anybody can append the worksheets with thoughts or call-outs.

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10. **Plenty of water, coffee and snacks.** Storytech requires a huge amount of mental focus and energy. We advise having sustenance readily available in the room all day.

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11. **Lunch.** Whether you provide lunch, or get people to bring their own, or have a café nearby that you can visit, it's important that lunchtime doesn't go over half an hour due to people needing to travel to eat.

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12. **Accessible bathrooms.** You won't want people to miss too much by needing to take long walks to relieve themselves!

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13. **Someone to finish the job** – you'll end the day with three completed canvases, including a draft brand story. But they'll be messy. One person needs to take responsibility for refining the content - editing and finalising your canvases and story in the days following your workshop.



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