

Storyboard

The purpose of a Storyboard is to generate a wide variety of feedback and input on various components of a situation. Storyboards are useful with complex issues. The Presenter shares a situation with specific topics and questions on sheets of flip chart paper. Forum members begin offering ideas, suggestions, concerns, resources, pros and cons on post-it notes. Members feed off of each other's ideas on the storyboard.

Snapshot Guidelines

1) Preparation

- a) The Presenter prepares information on the situation and determines the components of the Storyboard.
- b) The Presenter and Coach meet to review the Storyboard and ensure clarity.
- c) The Coach creates the flip chart pages and puts them on the wall. Number the sheets and spread them out to make viewing easier during the Storyboard process.



2) The Storyboard Process

- a) The Coach introduces the topic and the Storyboard components. (1 minute)
- b) The Presenter provides an overview of the situation. (5-10 minutes)
- c) The Forum asks clarifying questions. (5-15 minutes)
- d) The Storyboarding begins:
 - i) Forum members begin writing their thoughts on post-it notes.
 - ii) Number the post-it notes to match the flip chart pages and place them on the appropriate page.
 - iii) Post-it notes can contain ideas, suggestions, concerns, resources, pros and cons. Limit one thought per post-it note.
 - iv) Read other people's post-it notes to generate more ideas.
- e) The Presenter does not participate during the Storyboard process.
- f) The process ends when time runs out or when idea flow naturally stops.

3) Conclusion

- a) The Presenter reviews one flip chart page at a time, reading the input, asking for clarification where needed and discussing ideas when appropriate. (10 minutes)
- b) The Presenter summarizes their take-away value from the Storyboard. (1 minute)
- c) The Forum discusses take-away value from the Storyboard and debriefs on the process. (2 min.)

Moderator/Facilitator Role

- Be sure there is ample wall space in the meeting room and flip chart paper is available for the meeting.
- Distribute post-it notes to everyone in advance.

Examples

- I need to overhaul my Sales Department – sales process, compensation plan, sales training, etc.
- I'm considering a run for mayor in two years. There are many considerations – my business, my relationship with my wife, my investors, my time/life balance. Also, I don't know what I don't know. What else should I consider?