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## **Story Telling Model CUP**

The Setup :- The who, what, when and where of the story
The Build up:- A problem, conflict, challenge or obstacle faced
The Scene:- A "moment of truth" or specific point in time when you talk us through exactly
what happened
The Resolution:-
The Lesson:-
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The Audience Theme: How does the lesson connect to your core message, an important
point that you want to make to the specific audience that is listening to you?