

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:-

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?