



BE BRILLIANT
PRESENTATION
GROUP

Give Better Presentations - Give Resultations!

CRAFT YOUR STORY

USE THIS STORY BUILDER TO CRAFT YOUR INTERVIEW ANSWERS.

What are the **CIRCUMSTANCES** of the answer? Describe it vividly including sounds and smells. Place the interviewer in the scene.

Who are the **CHARACTERS** in your answer? Describe each as visually as possible. Make each character interesting and, if possible, have them trigger an emotion.

What is the **CONFLICT** of your answer? Escalate the conflict as appropriate, build tension. Reveal the characters' desperation as the conflict escalates.

What is the **CURE** and **CHANGE** your characters experience? State how they overcame the conflict and the changes they experienced as a result. Include measurable results.

For more information
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THANK YOU



Use this space for further brainstorming.