



Presents



Your Guide to:

**The Five C's of Compelling  
Storytelling**



### 1: Conflict

Engaging stories have an obstacle that make the audience wonder; 'how did they overcome that?'



### 2: Crossroads

In your story there should be a specific moment where you made a game-changing decision.



### 3: Change

Showcase how you have changed as a result of making that game-changing decision.



### 4: Characters

Characters make your story relatable, memorable and believable. Try to include them.



### 5: Conclusion

Always conclude your story with a key message for your audience. What can they learn from your story?



**CONFIDENCE**  
BY DESIGN