

STORYTELLING MATRIX

Unlock the power of storytelling

Great stories don't happen by accident—they're built with intention

This storytelling matrix is designed to help you **make top-level decisions before crafting any story**. By mapping out key elements such as audience, message, emotional triggers, and desired outcomes, this tool ensures your storytelling is **strategic, engaging, and impactful**.

Whether you're developing employer brand content, marketing campaigns, or leadership narratives, this framework will help you create **compelling, purpose-driven stories** that capture attention and drive action.



Quick Tip

If any of these questions are hard to answer, refine your story idea before you start writing. Great stories come from clear purpose, strong emotion, and meaningful change.

Storytelling matrix	
1. Purpose and goal	What is the main goal of this story? (To inform, inspire, persuade, entertain, etc.)
2. Audience	Who is this story for? What do they care about?
3. Core message	What emotion should the audience feel? (Hope, fear, excitement, empathy, etc.)
4. Emotional hook	Where and when does this story take place?
5. Setting and context	Who is at the heart of this story? Why should the audience care about them?
6. Protagonist (Who is it about?)	What challenge, obstacle, or tension drives the story forward?
7. Conflict and struggle	How does the main character or situation change by the end of the story?
8. Transformation (What changes?)	What is the final takeaway? What should the audience remember?
9. Resolution and takeaway	What action or thought should the audience leave with?

Storytelling matrix <i>continued</i>	
10. Call to action	What action or thought should the audience leave with?
11. Tone and style	What tone best suits this story? (Serious, humorous, heartfelt, dramatic, etc.)
12. Medium and format	Where and how will this story be told? (Video, social media, speech, article?)



To learn more speak to the Happydance team

Our [creative concierge services](#) are designed to help you create authentic, effective, on-brand content at pace.

Or you can enroll in our on-demand [Storytelling Blueprint course](#) to follow a step-by-step approach to successful