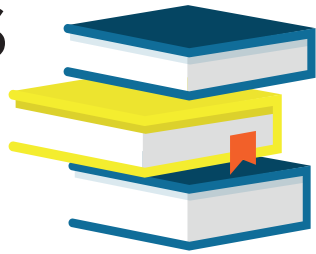


MEDIA POWER TOOLS

Towards a Story-Driven Communications Strategy: The 6 W's

“We Crave Stories” - by Nicolas Carr, Author of THE SHALLOWS

**WHAT IS
YOUR
STORY?**



**WHO WILL
TELL
YOUR
STORY?**



**WHEN
WILL WE
TELL OUR
STORY?**



**WHERE
WILL WE
TELL OUR
STORY?**



**WHY
WILL WE
TELL OUR
STORY?**



**TO WHOM
WILL WE
TELL OUR
STORY?**

