

# Story Framework Conversation Guide

## Applying Ethical Storytelling in My Organization

This guide is for you – not the learner. Use it to prepare for a conversation and to know what you are listening for during it. Choose one framework as your primary structure and draw on the question bank and guiding techniques as needed. All four frameworks can be combined.

### Choose Your Framework

Story Spine: full interviews, longer videos. And Then / So What: when the conversation stalls. Moment + Meaning: social media clips. Before / Now / Next: direct and simple, good for any context. When working with foundational learners, lean toward Before / Now / Next and the adapted question bank on page 2.

### Framework 1: The Story Spine

Prompt	Listen For	If It Stalls...
Once upon a time...	Who is this person? World before the program?	"What was life like before you came here?"
Every day...	The pattern or challenge – emotional weight, not a list.	"Was there something you kept avoiding?"
Until one day...	A specific turning point – a decision, an event.	"What made you decide to come? Was there a moment?"
Because of that...	What became possible – actions and choices.	"What did you start doing differently?"
Until finally...	THE moment – specific, visual, quotable.	"Can you think of one day when you could really feel it?"
And ever since...	What is different now – their words, not yours.	"What would you say to someone where you were a year ago?"



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### Framework 2,3 and 4: Quick Reference

	And Then? So What?	Moment + Meaning	Before / Now / Next
<b>Best for</b>	When a conversation stalls or stays general	Social media, 30-60 second clips	Any context; simpler and more direct
<b>Question 1</b>	"And then what happened?"	"Tell me about a specific moment."	"What was happening before you started?"
<b>Question 2</b>	"So what did that mean for you?"	"What did that moment mean to you?"	"What can you do now that you couldn't before?"
<b>Question 3</b>	(Repeat the loop as needed)	(That's it – editing does the rest)	"What do you want to do next?"

### In-The-Moment Guiding Techniques

<b>Use silence</b>	Wait 3-5 seconds after the learner finishes speaking. People often fill silence with the most honest version of what they were trying to say.
<b>Reflect a phrase back</b>	Repeat a word or phrase they used: 'You said it felt like starting over – can you tell me more about that?' This signals you heard it without putting words in their mouth.
<b>Ask for the sensory detail</b>	When the learner describes a moment generally, ask: 'What do you remember about that day?' or 'Where were you when that happened?' Sensory detail produces language that works on camera.
<b>Gently redirect summaries</b>	If the learner is listing achievements: 'That's really helpful – can I take you back to one specific day when you felt that?'
<b>Don't finish their sentences</b>	If they pause searching for words, wait. If you offer the word you hope for, they will agree to it – and you will have scripted their answer.
<b>Note the moment, keep going</b>	When you hear something that would work in a video, note it mentally or by timestamp – but do not stop the conversation. There may be something even better ahead.
<b>Use silence</b>	Wait 3-5 seconds after the learner finishes speaking. People often fill silence with the most honest version of what they were trying to say.

