

Advanced Story Map Template

Module 2.3 · Advocacy Academy · Steampunk Farms

Use this template to build two Story Maps for the same mission but different listeners. The strategic questions below each element help you make deliberate choices.

Element	Map A — Listener: _____	Map B — Listener: _____
Scene <i>Where you open sets the emotional register. Ask: What feeling do I want the listener to start with?</i>		
Value <i>Lead with THEIR value, not yours. Ask: What does my listener already care about?</i>		
Tension <i>The crack in the comfortable. Ask: What quiet question will my listener not be able to dismiss?</i>		
Moment (Turn) <i>The pivot — an experience, not an argument. Ask: What did I see/hear/feel that made the old view impossible?</i>		
Realization <i>Let it arrive, don't deliver it. Ask: What conclusion does the listener reach alongside the character?</i>		
Next Step <i>One. Doable. Dignified. Ask: What's the smallest yes that opens a door?</i>		

Reflection

After completing both maps, answer:

- What changed between Map A and Map B?
- What surprised you about the differences?
- What stayed the same — and why?