

Best
decision



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MASTERING STRATEGIC STORYLINING

A practical handbook for
making better decisions and
communicating them flawlessly



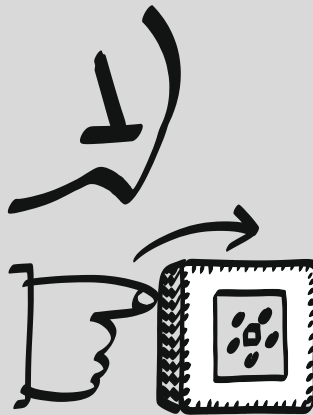
Mae Leyrer

How often do you ...

... find that you're exhausted because you were trying to structure information but ended up with a bigger mess than you started with?



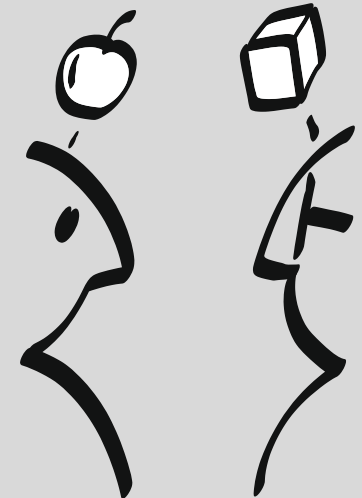
... realize that a decision could've been made much faster and with much fewer resources if the right questions had been asked in the problem-solving stage?



... question the decisions that have been made—be it by yourself or by others—and find that you don't even know where to start to challenge these?



... discover after communicating a decision that members of the audience understand it in completely different way?



Enough is enough!

These are the words that crossed my mind after discovering that I fall into these traps too often. Convinced that falling into these traps can be avoided with the use of the right tool, I started my quest for an answer through trial and error.

During my 20-year career as a global executive and consultant, I have used a variety of tools and read many books but none of them offered a simple and functional solution. Some were only partially usable or applied to a very limited number of situations while others were too complex to even comprehend. And worst of all, several solutions were described over hundreds of pages with little visualization and no practical templates. Which executives in today's fast-spinning world, where even journalism has adopted the format of executive summaries, have time to read hundreds of pages of writing?

Finally, after numerous attempts of trial and error, the simple, practical and functional Strategic Storylining Framework emerged. It combines personal knowledge and experience with ancient storytelling secrets and wisdom from some of the more common consultancy models.

For me, the Strategic Storylining Framework has become an irreplaceable friend both in business and in life in general. After I started using it, people around me started noticing how well I structured information, made decisions and communicated them and they wanted to know my secret. That's why the secret recipe was structured into a training program which has been very well received and has helped hundreds of managers and executives. With their input, the Framework evolved even further as they were living proof that it was practical and helpful for a wide audience.

I dedicate this book to everyone who decides to read it. Hope it meets your expectations and that the Framework offers you as much, or even more, support than it does to me!

Enjoy the journey of mastering the art of decision-making and communicating your decisions flawlessly. Feel free to reach out to me with any comments, clarifications, questions, or for support on how to use the Framework on www.maeleyrer.com or by contacting me directly at mae@maeleyrer.com!

Mae Leyrer

This book

is of most use to leaders, executives, managers, business owners and politicians who need to make decisions and/or communicate them to gain the audience's buy-in. The audience, in this context, can be one person, a small team, an entire organization or even the population of an entire country.

This book introduces the Strategic Storylining Framework which was developed by the author based on decades of global executive and consulting experience in the retail, finance and start-up sectors. The author has successfully made and communicated thousands of decisions while climbing the career ladder in one of the top banks in the Nordic region, running a public-private partnership to develop the financial sector of a country and while turning around a publicly traded company and saving it from bankruptcy.

This Framework has already helped hundreds of the author's peers across the world. It combines personal knowledge and experience with ancient storytelling secrets and wisdom from some of the more common consultancy models.

The Strategic Storylining Framework is an essential tool to any leader, executive or manager, be it in the private or public sector. Not only can the Framework be used to make decisions in the professional world, it is also applicable outside the office. It can be applied in almost any situation where a decision needs to

be made and/or communicated. The Framework is also effective for reviewing or validating the decisions that have already been made.

This book is structured as a practical handbook to ensure that it includes everything you need to master the Framework. Key templates, easy-to-grasp illustrations and real-life examples contain practical information that can be applied straight away. The book also includes templates and support materials which help you build the framework on your office wall. These materials help you get started with your own storylines.

To make the handbook easy to use, the most important information is highlighted and divided into three categories:

📌 **NB!** is used to highlight important guidelines and tips.



Definitions and key concepts are displayed in an moss-colored box.



EXAMPLE

Examples are displayed on a grey background.

The Strategic Storylining Framework is for anyone who wants to ...

... improve the way they structure information

... enhance the quality of their decisions

... solve problems faster and with fewer resources

... swiftly test their decisions

... make sure that they communicate their decisions clearly to gain the audience's buy-in

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STRATEGIC
STORYLINING
FRAMEWORK



*for
Decision-
making*



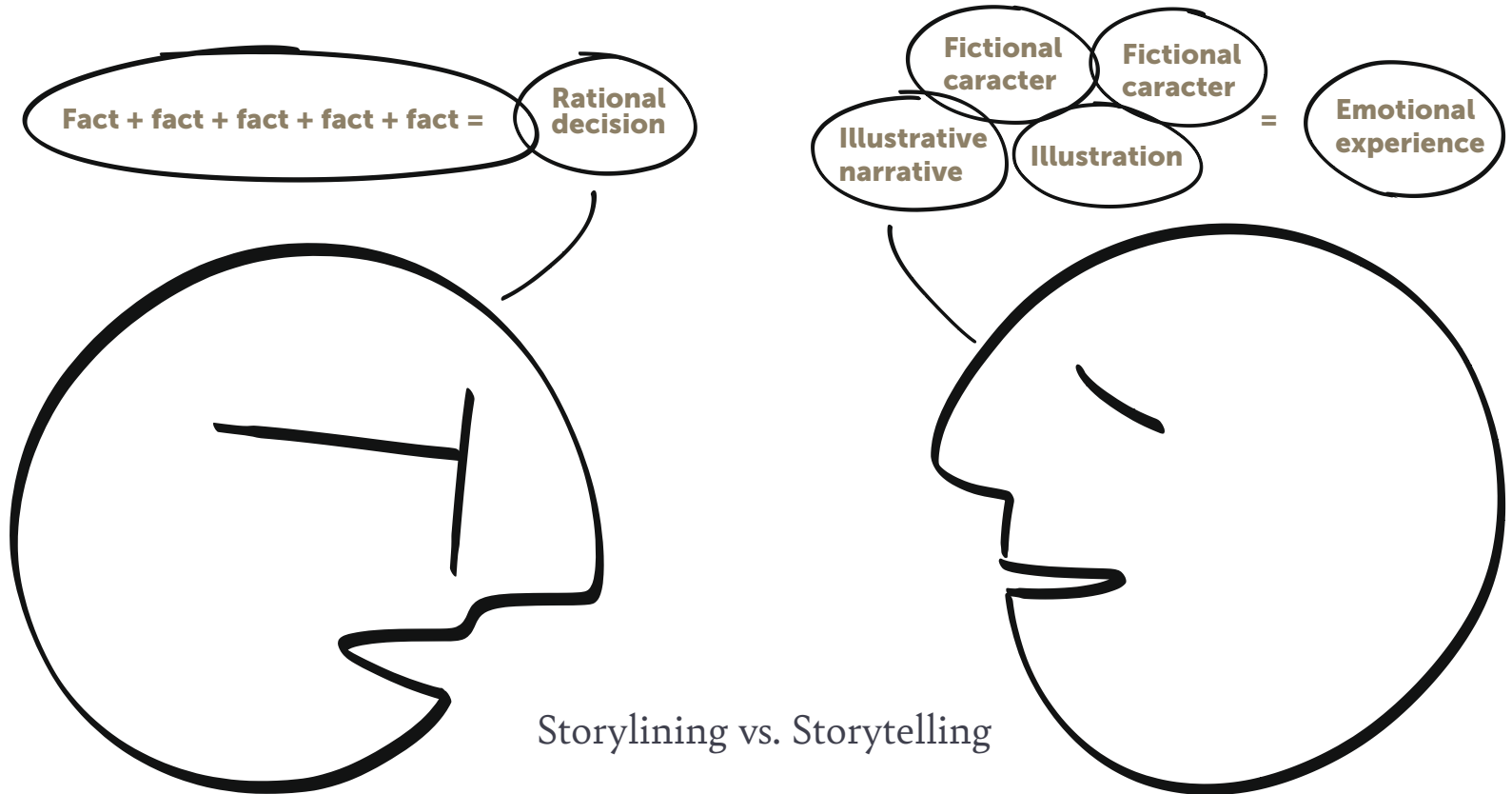
Important Terminology

Before we introduce the Framework and explain how to use it, it's important that you understand the three terms used in Strategic Storylining. You need to have a clear grasp on these before you can dive deeper. These three terms are the following:

- **Strategic Storylining**
- **Strategic Storyline**
- **Strategic Storylining Framework**

Strategic Storylining is a skill of arranging information into a logical flow to help to process it for effective decision-making and communication of the decisions.

Strategic Storylining shouldn't be confused with storytelling. Storytelling is associated with communicating an illustrative narrative. Even though a Strategic Storyline tells a story in its own way, it does so purely based on facts while solving a problem and leading to a decision. No fictional devices nor illustrative narrative is used, and that's what makes Strategic Storylining different from storytelling. Both tell a story but one does it to illustrate emotions while the other aims to structure facts for effective decision-making.



Storylining vs. Storytelling

A Strategic Storyline is a flow of information that supports information processing for effective decision-making and communication of the decisions.

In other words, a Strategic Storyline is the plot for decision-making and communicating the decisions. In stories and movies, the plot consists of a series of events; in decision-making, it consists of a series of messages. Every message is a piece of relevant information.

In a story and in a movie, events are structured into three parts—introduction, confrontation and resolution. This mystical sequence was used already by our ancestors while they were telling their stories. It helps the brain to absorb the information. Can you think of a movie that doesn't follow this sequence? Think of something from Quentin Tarantino, for example, where events aren't always presented in this order. What happened to you while you were watching it? How often did you feel lost or confused?

In movies, being lost for a while can be intentional because it helps to create a different emotional experience with the aim of entertaining the audience. In decision-making, we can't afford to be confused. That is why a Strategic Storyline uses the same structure as stories. Messages in the Strategic Storyline are arranged into three groups just like events in stories. The Strategic Storyline is divided into an Introduction, Problem and Verdict.

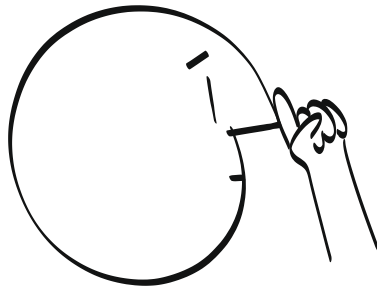
The Strategic Storylining Framework is a tool for building Strategic Storylines.

It's a tool for effective decision-making and clear communication of the decisions made that guarantees the audience's buy-in. The tool can be applied alone and in teams, and not only in the professional setting but also outside the office. The Strategic Storylining Framework can be used in almost any situation where a decision needs to be made and/or communicated, or where a problem requires a solution. It's also effective for reviewing the decisions that have already been made.

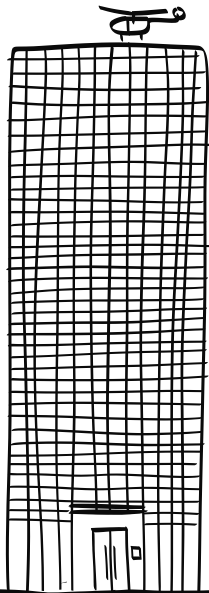
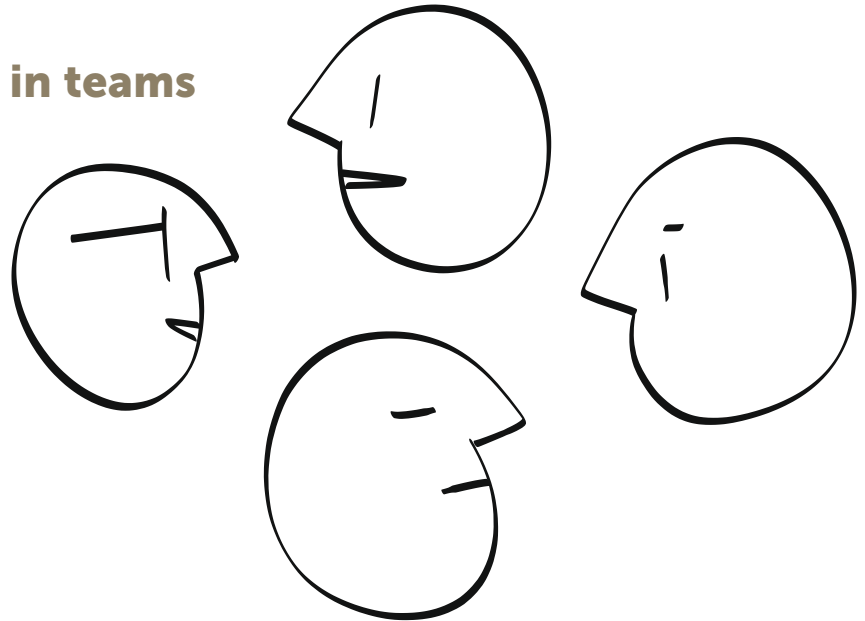
The tool might appear simple and logical but it requires practice to apply it to deliver winning results. You can use the simple support materials included in the book to practice using this tool. After using it for a while, the Framework will become an inseparable part of your thinking process.

The only critical prerequisite for using the Framework effectively is an open mind. When you're building a storyline, you need to keep an open mind and be ready to make adjustments based on the requirements of the information not your desires. Just like any other tool, the Strategic Storylining Framework can be misused to manipulate audiences. When applied this way, the Framework won't create clarity but might instead lead to frustration and resistance.

Strategic Storyline Framework can be used



Alone & in teams



In office & at home

