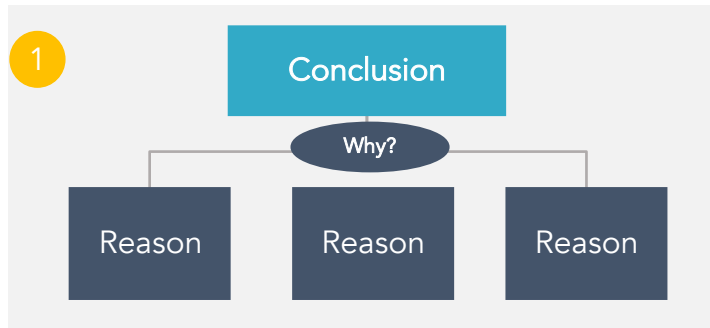
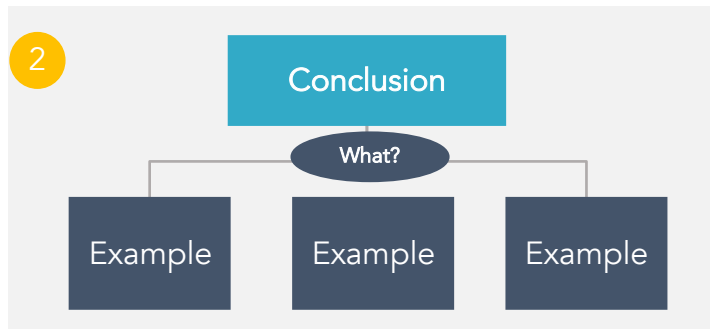


Generic storyline structures

For summarising findings



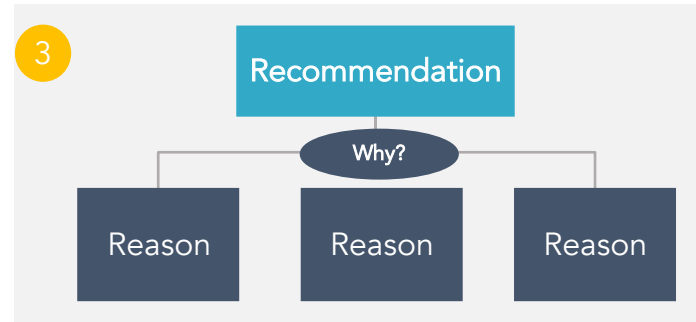
- Project/status updates
- Research findings



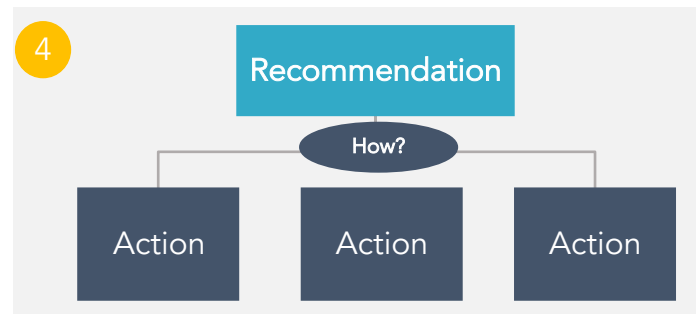
- Customer stories
- Performance reviews

NOTE – The So What Strategy patterns only cover recommendations, and not summaries

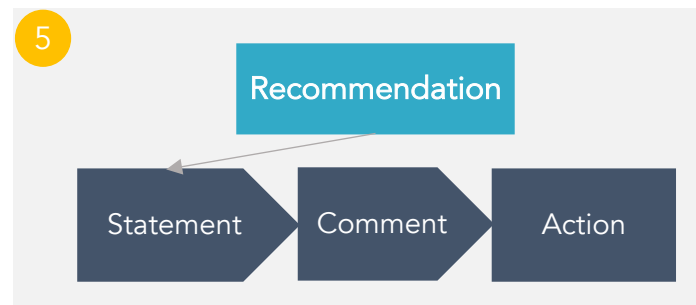
For making recommendations



- Strategies, business cases, recommendations
- SWS patterns – The Pitch, Traffic Light
- Other patterns – Tick A Box, Top Dog, Ollie Options



- Action plans
- Requests for help
- SWS pattern – Action Jackson



- Strategies, business cases, recommendations
- SWS patterns – Close the Gap, Houston, we have a problem, To B or Not to B, Watch Out!
- Other patterns – Opportunity Knocks,