

Powerful stories

Do you have a story to share? The questions below will help you create the content you need to write a powerful story.

If on the other hand you're [hiring a professional writer](#), this document serves as a great briefing document. Complete as much as you can and then send this document to your copywriter. Of course, there will be editing cost involved. On average, a story takes about four hours' work.

Good luck, and we can't wait for your story!

For starters

Introduction: If you had only 50 words (about 20 seconds of talking) on this topic...what would I say? Think about:

- Who?
- What?
- Why?
- Where?
- When?
- How?

Audience: Who should read this article and why?

Timing: When should the article be published? Is the story connected to a specific event or milestone? This is useful to know for coordinating the timing.

Your story

The most important thing to remember is that the briefing document below is for reference only - and tells your story in a linear way.

However, your story shouldn't start at the beginning. It needs to start with the most relevant and attention-grabbing message. This in turn will (hopefully) generate further interest. The key is to keep your readers interested – and reading on. Don't repeat yourself or feel obliged to use the entire wordcount. Avoid long words and jargon that colleagues might not understand. Try and finish with a nice 'kiss off' line that wraps things up – perhaps with a link to more information.

Introduce the 'conflict'

For an improvement

- What was the trigger for change?
- What was the nature of the problem or frustration and how did it make you feel? (eg, if the issue relates to a customer complaint, how did they let you know?).

For an incident/accident

- What happened?
- Who was involved in the situation?
- What has happened as a result? How has the person (and potentially others like family and colleagues) been affected personally and professionally?

Outline the cause of the problem/situation

- What were the circumstances that led to the event/situation?
- What happened that wasn't supposed to happen?
- What *didn't* happen that *was* supposed to happen?

Resolution

For an improvement:

- What was your improvement and how did it happen?
- How did *you* make it happen? Did you collaborate with other colleagues/teams/sectors?
- Did you use any advice/support/information from the Continuous Improvement initiative?
- What support did you receive from management?
- What were the biggest challenges and celebration moments along the way?

For an incident/accident:

- What lesson(s) has been learned as a result of the incident?
- Looking back, how does it make you feel?
- Are there new rules, policies and/or guidelines in place now to prevent reoccurrence?
- Has there been an impact on morale?
- What advice would you give to others on avoiding a situation like this?

Benefits?

- Is the solution/improvement now in place? What has improved/changed?
- How do you feel about the outcome? Has it been a positive experience?
- Are there any future plans related to this improvement action? What next?
- What would you say to other DSM colleagues about making improvements to their work?

Feel free to include a quote from a colleague who was involved for their own take on the story.

If you want to publish your story on the [DSM News Centre](#), please remember to reach out to the relevant owner of the news source you want to use.

Images?

Do you have any [images to include with your article](#)? Ideally you want one that best illustrates or complements your story. It could be a photo of the author, team members, or action shots; or maybe there are other graphics or artwork to include? Just remember, we can only use copyright-free images.