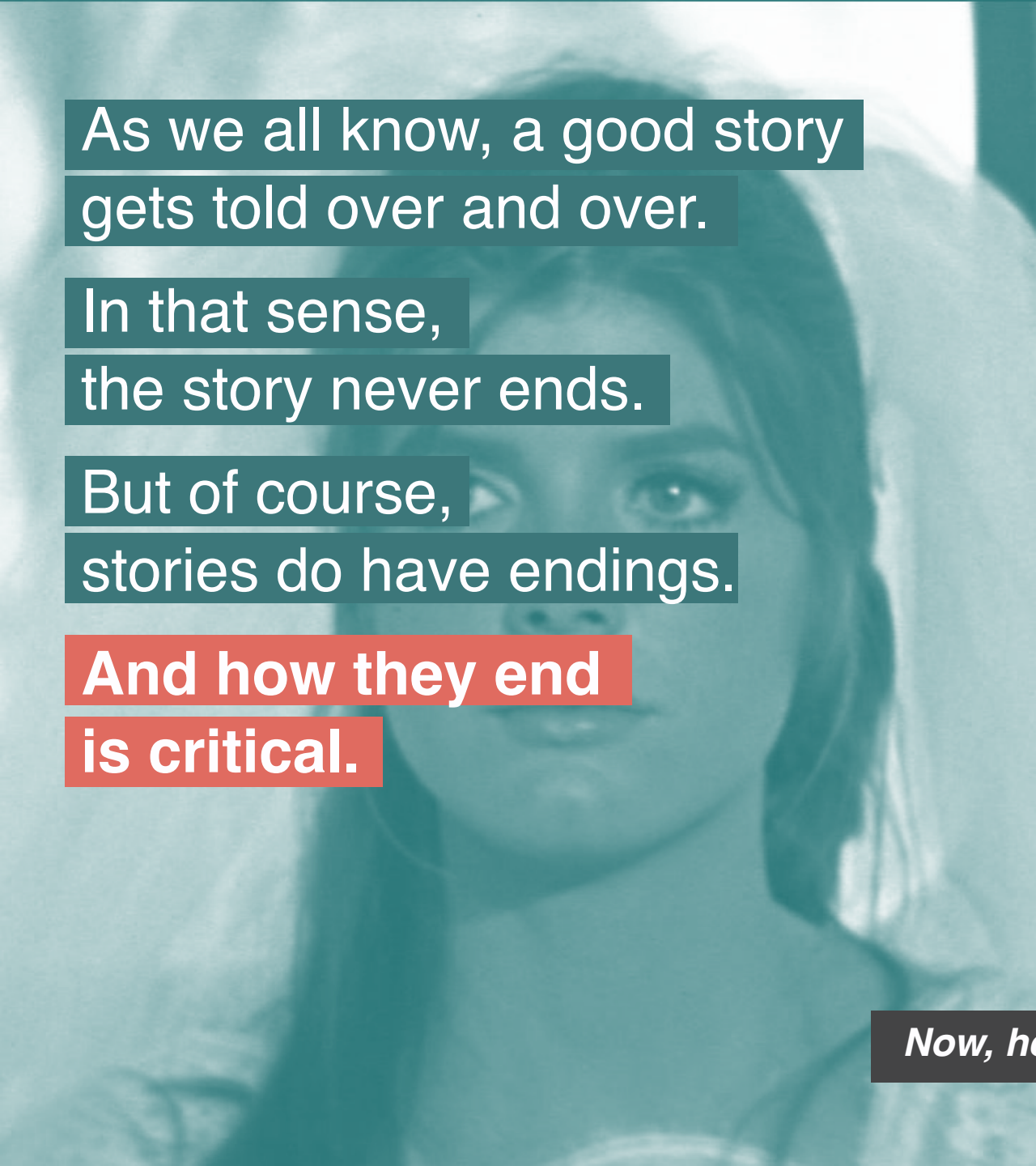


A woman with long brown hair and a man with dark hair are shown from the chest up, looking forward. The woman is on the left, wearing a light-colored top. The man is on the right, wearing a dark shirt. The background is slightly blurred, showing what appears to be a window or a bright area.

IGNITE360

STORYMASTERS ENDINGS

How you end your meeting,
report, or research project matters.

A woman's face is visible in the background, partially obscured by a teal overlay. She has dark hair and is looking directly at the camera.

As we all know, a good story gets told over and over.

In that sense, the story never ends.

But of course, stories do have endings.

And how they end is critical.

For example, imagine a fairytale that didn't end with, "and they all lived happily ever after." What if it concluded with...

"the handsome prince and the beautiful maiden dated for a while, tried to cohabitate but the princess's snoring and the prince's habit of leaving his underwear on the floor was too much to bear so they consciously uncoupled, leaving their menagerie of beloved forest animals and sprites to alternate weekends until the couple decided if they could really patch things up."

The latter ending totally takes you away from the story of how they fell in love and leaves you unsure about ever after.

The last thing you want your audience to feel is unsure. A successful ending will leave your audience feeling inspired to take action.

How you end your meeting, report, or research project matters. It's the moment of truth – will the story live on or die out?

Clearly, you want your audience to retell the story.

Now, here are 4 steps to end your story on a high note...

4 Steps* to End Your Story on a High Note

1) Last Call

Manage expectations by letting your audience know you're winding down.

2) Logistics

Take time to say your thank yous, address outstanding questions, etc.

3) Look back

Restate the objectives and questions you set out to answer. Reiterate the Big Idea.

4) Look forward

Inspire your audience to take action based on the Big Idea.

*Inspired by [Priva Parker's Art of Gathering](#) methodology.



Let's Use Storymasters as an Example

1) Last Call

By focusing the subject matter on endings, we cued the idea of closing the series.

2) Logistics

Thank you so much for taking part in the Storymasters Series!

How has your storytelling evolved over the year? Any surprises?

Do you have any lingering questions?

Email us at storymasters@ignite-360.com

3) Look Back

When we started this journey with you 12 months ago, we told you that becoming a story master takes practice. And practice you did! You learned the foundational elements of storytelling.

You learned how to:

- connect with your audience
- best employ written, visual, and spoken elements
- identify the Big Idea
- use tension and failure to your advantage
- integrate your quant and qual narrative
- host memorable meetings
- engage in play in order to stay innovative

Question: Could you articulate the Big Idea of Storymasters?

Answer: Your audience is paramount; find your Big Idea and share it with your audience in a way that makes sense to them.

Or to put it another way:

“Every story needs a hero. You, your product, service or brand are NOT the hero. Your users, customers or the human beings you serve are. You are the enabler, the helper, the sidekick. You are the Alfred to Batman and not the other way around.” –Dan Nessler, [6 storytelling principles to improve your UX](#)

4. Look Forward

Get ready for it because Storymasters has been renewed for another season!

Storymasters Series 2 focuses on practical storytelling solutions to solve your real-world business challenges. Case studies, problem-solving activities, improvisation techniques, real-world examples will shake up your storytelling and push your skills to the next level.

***This is not an ending;
this is a beginning.
Gauntlet thrown down!***