

ACT

attention . challenge . transformation

ACT is a simple
storytelling
framework for action

turn ideas into stories
that inspire change

ACT storytelling for action

ACT is a simple storytelling framework to turn ideas into stories that inspire change

Attention

what needs to change?

Challenge

what stands in the way?

Transformation

what's the outcome?

why only 3 lines? as Einstein said, "If you can't explain it simply, you don't understand it well enough."

ACT storytelling for action

connect attention, challenge and transformation in a paragraph

example: Boyan Slat's ACT story

"I saw more plastic than fish in the ocean. I wanted to clean up plastic pollution, but the challenge was the overwhelming amount of plastic and the lack of tools to remove it. So I created new technology and partnered with others to build vessels that clean the ocean."

your ACT story abstract

keep it simple. 3-5 sentences

ACT for...
what you love

