

# CHANGE STORY

## WHAT



- Clear
  - Compelling
  - Tailored to audience & venue
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## WHY



- Engages
  - Enrolls
  - Explains
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## CHANGE STORY QUESTIONS



- Where are we going?
  - How are we going to get there?
  - Why change?
  - Why now?
  - What's in it for us (especially the audience)?
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