

Mark #1 – Narrative in High Definition

Bringing the story to life

Benefits:

- Crucial parts in focus
- More enjoyable
- Easier to remember

How?

1. Framing – Comments made at beginning of a study to provide orientation
2. Observing from within – Place yourself in the scene
3. Highlight the tension – Take flat statements and give them dimension
4. Mini-summaries along the way – Regularly bring dramatic action back into focus
5. Capture tension and drama in final summary – Restate essence of drama while making point

Framing

