



Applying the Power of Storytelling to Forest Management

Using the 7-point story structure

Why Storytelling?

When applied to forest management communications, storytelling can:

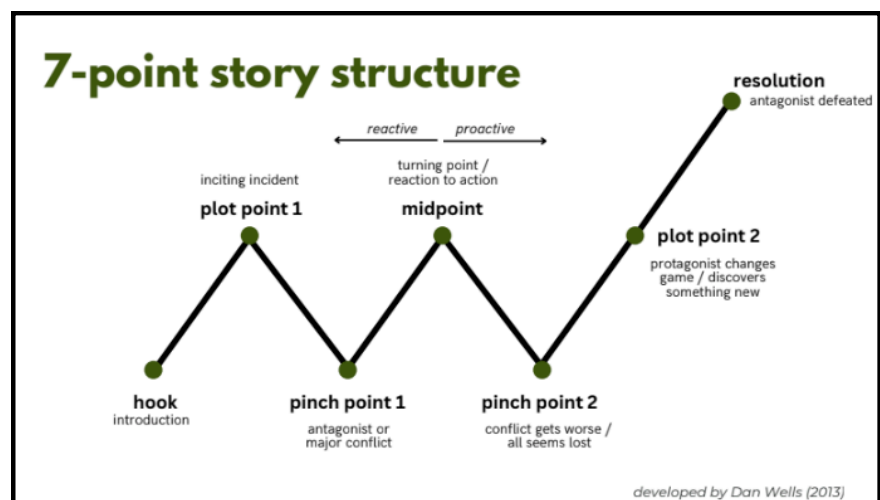
- Turn technical information into narratives people remember.
- Connect an array of stakeholders through shared values.
- Provide context for why decisions matter and what's at stake.
- Build bridges between science, policy, and the public.

What the Research Says:

- Stories are more memorable than facts & figures ([Graeber, Roth & Zimmerman, 2024](#)).
- Stories can change our attitudes and opinions ([Green & Brock, 2000](#)).
- Finding common ground increases people's willingness to reconsider their views ([Briscese & Belot, 2024](#)).

What is the 7-Point Story Structure?

- It's a simple, proven framework that creates drama, tension, and resolution.
- Writer Dan Wells created this framework in 2013.
- This story structure, and other narrative structures, can serve as the foundation for many different communication materials like articles, social media posts, and more.



- This is a well-known narrative structure, so there's additional information online.

Applying the 7-Point Story Structure

Hook – Introduce a character or idea in a situation that feels incomplete or makes you want to know more.

Prompts: True, attention-grabbing, &/or something that poses a challenge, question, or opportunity.

Plot Point 1 – Something changes; the character sets a goal.

Prompts: Introduce something that stirs up the status quo.

Pinch Point 1 – Pressure builds; an obstacle(s) &/or challenge(s) emerges.

Prompts: Introduce tension/conflict, or the antagonist (doesn't need to be a person!). Keep the audience engaged.

Midpoint – Where the story switches from reactive to proactive.

Prompts: This is an opportunity to showcase a solution, a program, a shift in perspective, a new grant opportunity, etc. Now, highlight this throughout.

Pinch Point 2 – Conflict intensifies; the character, solution, program, etc., is tested.

Prompts: The original challenge is still a challenge, or something happens: a wildfire, flood, drought, disease outbreak, etc.

Plot Turn 2 – A final piece of the puzzle falls into place.

Prompts: Option to highlight success stories or a discovery of something new that helps. This is the last point in which there is something to overcome.

Resolution – The conflict is resolved; transformation occurs.

Prompts: Wrap it up and tie a bow on it. The solution, program, grant, intervention, etc. made X impact.

