



**GREAT STORIES NEED**

**MOOD** that moves us

**OPENINGS** that hook

**SETTINGS** that convince

**CHARACTERS** we care about

**PROBLEMS** that matter

**MIDDLES** that *build* drama

**ENDINGS** that satisfy

**ACTION** that is clear

**DESCRIPTION** that is vivid

**storytelling schools**  
where every child is a storyteller



Illustration by Shirin Adl