

TITLE

HERO

X-FACTOR

 **QUEST**

What actions does the Hero take to resolve the problem?
 What specific challenges arise?
 How does s/he overcome them?



PROBLEM
 What does the Hero need to do?
 What Problem must s/he Resolve?
 If—



RESOLUTION
 What happens at the end?
 What does success look like?


DEFINE
 NOW WHAT?

Hero uses Insights to (re)define the Problem.


DREAM
 WHAT IF?

Hero imagines Resolutions and generates an Idea.


DARE
 WHAT HAPPENS?

Hero tries Idea out and observes what happens to produce Intel.


DISCOVER
 SO WHAT?

Hero analyzes Intel to develop Insights.



PURPOSE
 Why does this story matter?
 How will it change the world?
 —then



INTEL
 What facts are critical to the Quest?



INSIGHTS
 What does the Hero learn during the Quest?



IDEAS
 What opportunities emerge during the Quest?

