Story vs STORY!
The Science of Effective Story Architecture

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June 29, 2011

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Story Research has learned:

1. Most “stories” have **no effect** on receivers.

2. No one responds to “story.” They respond to **specific elements** and their **pattern**.

3. Your brain is **hardwired** to think & to **make sense** through a specific story structure.

4. Effective stories rely on **Eight Essential Elements**.
He went to the store.

The End
Eight Essential Elements

1. 
2. 
3. **Goal**
4. 
5. 
6. 
7. 
8. 
Goal:

“What the main character needs or wants to do or get in this story.”

**NOT** what they **DO**;
**NOT** what they **ACCOMPLISH**;
But what they are **AFTER**!
Eight Essential Elements

1.
2.
3. Goal
4.
5. Conflicts & Problems
6.
7.
8.
Anything that blocks a character (even temporarily) from reaching a goal is a **PROBLEM**.

If the problem places a character in opposition to some other entity in the story it is a **CONFLICT**.
Eight Essential Elements

1.
2.
3. Goal
4.
5. Conflicts & Problems
6. **Risk & Danger**
7.
8.
The magic ingredients:

**Risk** is the probability of failure.

**Danger** is the consequences of failure.
Eight Essential Elements

1.
2.
3. Goal
4.
5. Conflicts & Problems
6. Risk & Danger
7. Struggles
8.
To **struggle**: 

“to contend, to engage, 
to exert a great effort, 
to fight, 
to stand against, to oppose”
Eight Essential Elements

1.
2.
3. Goal
4.
5. Conflicts & Problems
6. Risk & Danger
7. Struggles
8. Details
Details:

• Create *all images* and *PICTURES*

• Create *reality*

• Allow listeners/readers to “see” a story

• Serve as *spot lights* for a story
Eight Essential Elements

1.
2.
3. Goal
4. Motive
5. Conflicts & Problems
6. Risk & Danger
7. Struggles
8. Details
Motives

• Explain **why** a goal is **important**
• Create **suspense**
• Give characters a **reason** to face conflicts, risks, and dangers
Eight Essential Elements

1. **Character**
2. **Character Traits** *(that make characters interesting)*
3. Goal
4. Motive
5. Conflicts & Problems
6. Risk & Danger
7. Struggles
8. Details
The Core of a Story
(That which drives a character and hooks a reader)
THE EIGHT ESSENTIAL ELEMENTS
Of Every Story/Narrative

1. Who is the **MAIN CHARACTER**?
2. What **CHARACTER TRAITS** make them interesting?
3. What do the character need to do or get (**GOAL**)?
4. Why is that goal important (**MOTIVE**)?
5. What **CONFLICTS/PROBLEMS** block the character?
6. How do they create **RISK & DANGER**?
7. What does the character do (**STRUGGLES**) to reach goal?
8. What sensory **DETAILS** will make the story seem **Real**?