6. Big Question/Small Format

This is you addressing the big questions about your organization: Your mission, vision, goals, and brand values.

But you'll do it piece by piece by being your own best critic.

Visit and re-visit what you actually say about yourself, how you talk about your brand – and then pose some critical questions about that.

Go "what do you mean by this" and "can this achieve that, how does that work" and so on; the kind of questions someone skeptical towards you would ask.

Big Question/Small Format

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Story Basics

Per definition, this format can come across as a bit vague – since it revolves around big issues. But breaking it down with those "faux-critical" questions is a great way to talk about what these values mean.

And while this will address those more strategic issues – if you can find a relevant connection to something more tangible; statistics, events, or news – it will be a more straightforward story to "sell."

The main challenge here will be to be brave enough to break these well-crafted strategic messages into pieces and address them almost at face value. But doing that can create a lot of positive effects.
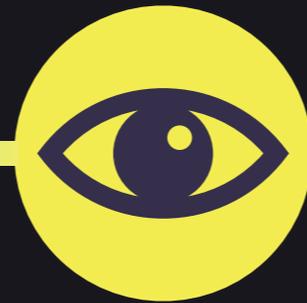
Where to find it?

If there ever was a "communicator's task," it's this one because this is all about that critical view of how the organization describes itself, breaking it down and making it accessible.

And the great part of this is that there will be excellent answers to these critical questions for almost every organization – since most organizations aren't empty shells.

So what you are looking for is that kind of "boring" – but highly relevant – answers that map out what your organization stands for in much more in-depth detail.

In a sense, this can look a lot like the "Detail Focus" format – but it starts from the absolute other ends of the gamut by addressing the big issues and breaking them down.

So, immerse yourself in brand communication and start being asking those questions. It will pretty soon become an extensive list.
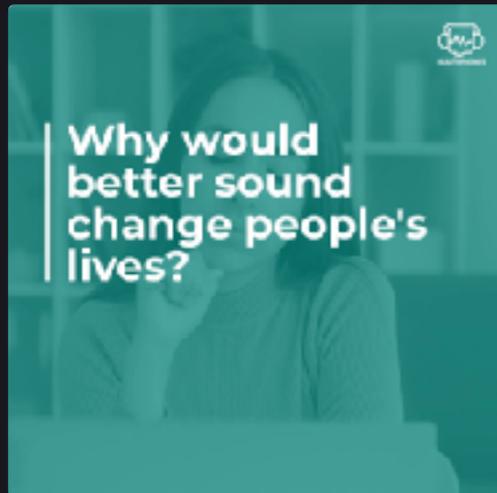
How to produce it!

Create the questions – get the answers (a lot of times, you can answer this yourself), and then you can circle back to the big issue when writing the script. So you can end up with a rhetorically smart script that starts more or less with "so, we talk a lot about this – what does that actually mean?" giving you that question that makes this format useful.

And the question format creates a lot of elegant dramaturgical hooks for you to work with.

Storykit

Big Question/Small Format

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(Slide 1) Why would better sound change people's lives?

(Slide 2) When we talk about life, it's all facets of it. Not only the...

(Slide 3) We firmly believe that you will feel better when you listen...

(Slide 4) So when we develop new headphones, a large portion of the R&D budget goes into clinical trials...

(Slide 5) For healthy hearing

Leading Question
Word the question in a more or less "obnoxious" way; you should almost hear the tone's snark. The "skeptical" – implied – tone will make the rest of the script gel better. In short – ask the hard question. If not you – rest assured that someone else is doing it, and they may not get the answer.

Big Answer pt 1
Break down the actual meaning of the question. So in this part, you look at the "result" – the "what" of the initial question – and clarify it. You need to ground and perhaps clarify something you have yourself communicated. And that's good, that will look humble and like you are taking this seriously.

Big Answer pt 2
So with the clarification out of the way – the second part of the answer is bridging over to what you are offering your customers or stakeholders. This is repeating what you said in your big statements in many cases. But this time, it's reflected in the clarification you just did, so even if you are saying the same thing – the viewer understands it differently.

Mission to Business Connection
So, now the event is firmly planted – it's time to tell the viewer why you have a relevant thing to say. So pick up something from the event and couple it to your organization. This can be anything from products that drive a trend, a historical event that is still shaping your business, or why you have a remedy for bad weather!

Outro with message
Use a standard payoff/slogan or connect it to the script. That is very much a question from case to case.

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