

Name _____

Organization _____

Team _____


Position _____

CATEGORY DEVELOPMENT 

Feature Film

TV-Seasons and Episodes

Hybrids (Netflix/YouTube)

CHARACTER DEVELOPMENT 

Hero _____

Guide _____

Villain _____

Villain's guide _____

HERO LIFE SEARCH

Identity

Belonging

Significance

Hope

VILLAIN LIFE SEARCH

Power

Ego

Greed

Wounded

HERO MOTIVATION

Compassion

Community

Hope

Challenge

Reasonability

Commitment

VILLAIN MOTIVATION

Fear

Guilt

Shame

Jealousy

Resentment

Anger

HERO NEEDS

Functional _____

Emotional _____

Physiological _____

Social Impact _____

VOCATIONAL GROUPING

Inventor (Multipotentialite)

Entrepreneur

Owner

Manager

Worker

HERO SUPERPOWER

Reform

Relationship

Idea-cartography

Creative

Knowledge

Alliances

Innovation

Power

Peace

HERO KRYPTONITE

Perfection

Un-valuable

Paranoia

Insignificant

Incapable

Lost

Lust

Anger

Unworthiness

HERO THOUGHT-TO-ACTION

Perfection

Support

Goal

Mood

Data-driven

Risk

Adventure

Immediate

Relationally

DESIRED VOCATIONAL MATCH

Owner (Specialist)

Worker

Manager

Entrepreneur

Owner

VILLAIN SUPERPOWER

Reform

Relationship

Idea-cartography

Creative

Knowledge

Alliances

Innovation

Power

Peace

VILLAIN KRYPTONITE

Perfection

Un-valuable

Paranoia

Insignificant

Incapable

Lost

Lust

Anger

Unworthiness

VILLAIN THOUGHT-TO-ACTION

Perfection

Support

Goal

Mood


Data-driven

Risk

Adventure

Immediate

Relationally

SETTING DEVELOPMENT 

INTERNAL: BELONGING

Public

Social

Personal

Intimate

INTERNAL: TRUST

1 _____

2 _____

3 _____

4 _____

INTERNAL: DISTRUST

1 _____

2 _____

3 _____

4 _____

EXTERNAL: VALUES

Geographical proximity

Exclusive ownership

Control & maintain

Settlement

Relational proximity

Stewardship-access

Collaborative progress

Contextual, holistic, relative, hybrid, movement



STORY DEVELOPMENT

CREATE A COMPELLING LOGLINE

THE VILLAIN

- State the problem to engage curiosity

THE SOLUTION

- State the solution as the empathetic and authoritative guide

THE FUTURE

- State the preferred future if your solution is accepted

Hospice: When you or a family member is diagnosed with a terminal illness, I'm the third person you call. I understand, from beginning to end, the dynamics of terminal illness and provide complete hospice care from the moment you call.

Development and Training: Have you ever taken a professional development class that you felt was a waste of your time? You came away without clarity...no next steps and little direction? Well, I don't do that! I create and facilitate customized professional development workshops that provide helpful tools and techniques so that you know how to transport your career into the future.

FIRST DRAFT

SECOND DRAFT

THIRD DRAFT

NOTES:

HERO'S METAMORPHIC DREAM: