Structured Thinking
Storyboarding
Workbook
## Self-Reflection

Thinking back to a time when you had to present an idea or information, how did you feel?

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<tbody>
<tr>
<td><strong>Tick</strong></td>
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</tr>
<tr>
<td>1</td>
<td>I didn’t know where to start</td>
</tr>
<tr>
<td>2</td>
<td>I didn’t know how to select the right information and how to organise it</td>
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<tr>
<td>3</td>
<td>I wasn’t sure how to communicate my key message</td>
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<td>4</td>
<td>I felt overwhelmed at the prospect of presenting to other people</td>
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<tr>
<td>5</td>
<td>I had lots of ideas, but I wasn’t sure how to frame them</td>
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<tr>
<td>6</td>
<td>I knew exactly what I was doing and how I was going to do it</td>
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<tr>
<td>7</td>
<td>I haven’t had to do this</td>
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The Benefits of Storyboarding

Spend a few minutes now thinking about situations in your life where it would be useful to use storyboarding.
Find Your Focus

What questions could you ask yourself that will help you find the focus of your idea, document or presentation?
Mind mapping is a great way to:

• Find your focus and give your document or presentation a clear central theme
• Make it easier to review your ideas, add to them and come up with exciting new ideas too!
• It also makes things seem less overwhelming as you can see all your thoughts in front of you
Finding your Focus | The Star of Ideation

The Star of Ideation is a useful technique that will help you structure your ideas and consider your argument. To define the focus of your document, proposal or presentation, you should ask yourself these questions:

• What is my key message?
• Who is the presentation or document for?
• How will the presentation or document work?
• Why are we talking about this subject?
• What is the impact of my message?
Finding your Focus | SWOT analysis

Conducting a SWOT analysis will help you to analyse and assess your ideas by listing all the strengths and weaknesses of the story you’re going to tell.

By conducting a SWOT analysis, you’ll be able to develop your idea, message or proposal and have a good understanding of all the factors that could affect it, positively or negatively.
Please select which squares you would remove from your storyboard and reflect on why you would remove them. Which squares are necessary to tell a story, in what order and why?
Avery started Planet Zero at the beginning of the pandemic, with a focus on using zero waste ingredients for a weekend takeaway dining club menu.

As the business has grown, Avery has evolved the weekend takeaway dining club menu, and now offers a new menu every week, 5 days of the week.

Avery has been invited to give a presentation about their business, and the struggles faced starting an independent business online.

Whilst Avery is very creative in creating tasty, healthy and zero waste menus, they struggles to get information across in a clear and concise manner when talking about their company, and more so in public!
Storyboarding Activity: Planet Zero

Background
Avery is 36 years old and is passionate about climate change, sustainable living, zero food waste and second hand clothing.

Before beginning Planet Zero, Avery worked for a climate change organisation. At the weekends, Avery would help out at a soup kitchen, and contacted local businesses who had any leftover food to make the menu more interesting. Avery has always been passionate about cooking and trying new things and often uses apps to collect left over food that won’t be used by companies as it is either surplus, imperfect or has a impending best before date.

The Impact of the Pandemic on Planet Zero

As the pandemic began, the company Avery worked for was having to make redundancies. Avery took a voluntary redundancy. As someone who had wanted to try a zero food waste venture for a while, this was the perfect opportunity to invest some of their redundancy money and set up a sustainable takeaway dining club company.

Avery had to do a lot of research on how to create meals safely in their home kitchen and also take food hygiene qualifications, which took time and money in setting up the company.
Storyboarding Activity: Planet Zero

**Marketing**
Next, was considering how to market Planet Zero and to get bookings for the menu. Fortunately, Avery has a friend who was able to design a logo, digital flyers and help set up social media pages. Avery did a lot of research into what content is received well and what hashtags to use. Google analytics and other social media platform analytics helped inform Avery on how well their content was being received and what worked and didn’t work.

**Vision**
Each week, the menu is different based on what is available from companies in terms of their surplus food or food waste. Avery is vegetarian, and wanted this to be reflected in the menu, due to the lack of vegetarian takeaways in the area. The menu can be pre-ordered and it available via time slot to allow Avery the time to make the meals and organise the delivery.

Avery also wanted to ensure all the takeaway packaging was sustainable or reusable, and the carbon footprint of creating the packaging was also an important factor.

Due to the success of the Planet Zero takeaways, the menu is now available 5 days a week to order online.
The Task

Last week, Avery made the decision to not only provide takeaways, but take the next step to growing the business. Avery signed a lease, and now has the keys to a small space, where they can build a bigger kitchen and also have a few tables for customers who would like to visit and eat in. This will mean adding to Avery’s team and expanding the menu. This is a big challenge, but one Avery is really looking forward to, as they spread the word of sustainable eating and zero waste.

Your task:

Avery has been invited to give a presentation about their business, and the struggles faced starting an independent business online.

Using Avery’s backstory, and the storyboard template on the following pages, map out what would be used and in what order to help prepare Avery for their presentation.
Additional notes and your next steps

Use this space to document any additional notes from this session or to make a plan of what your next steps are.
Further links

Main Careers Site:

Grad Programmes:
https://www2.deloitte.com/uk/en/pages/careers/articles/graduate-opportunities.html?icid=top_graduate-opportunities

SVS Programmes:

Apprentice Programmes:

Frequently asked questions:

Dot the Bot (ask a question):
https://meetandengage.com/deloittestudenthelpdesk