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STORYBOARDING – PLANNING AND CHECKING A PROCESS AS A TEAM

A storyboard is a graphic representation of how your video will unfold, shot by shot. It's made up of a number of squares with illustrations or pictures representing each shot, with notes about what's going on in the scene and what's being said in the script during that shot.

In a business environment, it's the same idea. But instead of making a video or a movie, you might be planning a product launch, managing a project, creating a marketing strategy, building a new process, or identifying a cause-and-effect relationship.

Your storyboard, then, would detail each step in the process. But instead of using words and writing out a to-do list, your storyboard allows you to see everything that must happen, and in what order. As a group, your team creates a detailed outline of the steps that need to be taken. Then they work to spot problems, identify complications, and rearrange tasks as necessary. Storyboards are easy to change, so they encourage creativity and experimentation, and they can be very effective in the planning process.

Storyboarding for Business
Storyboards are also useful for building group unity and agreement, and teams that use them tend to find it easier to make decisions. This is because everyone can get involved, and there's a much greater level of enthusiasm and commitment.

Storyboards work because they tell a story in a visual way. When people have something to look at, it's much easier to understand concepts, interpret diagrams or charts, and visualize the future.

It doesn't matter if it's a movie plot, new project of your organization or the story of your company's new product. Storyboards can change any kind of data into something living and dynamic. They can turn the sometimes boring process of planning into an interactive, fun experience for everyone involved.

How to Use Storyboards for Business Planning
Creating a storyboard isn't as hard as it might seem. In this section we give you step-by-step instructions, and then show you an example, so you can see the process of storyboarding in action.

1. Lay Out Your Steps
Brainstorm what you are trying to achieve, and then write out the steps that you must take to accomplish your goal. Our advice is to use sticky notes in this process, in cast that you may want to reorder steps later, or you may remember steps that you've missed out initially, and sticky notes allow you to pick up and rearrange information easily.

2. Put Your Steps in Order
Put the steps that you noted down in Step 1 in the right sequence.

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3. Create Your Sublevels

Some actions in a storyboard will be made up of a series of smaller actions. Here, it might help to create a sublevel storyboard for these more involved steps. This helps to ensure that you don't miss a key piece of the process.

4. Look for Problems and Obstacles

As each new step is put into your storyboard, encourage your team member to look for "holes" and problems, issues in the process. This is especially important between steps. Why? Because between steps is where surprises (in other words, problems) could be hiding. Problems within the steps themselves are easier to spot.

This is why storyboards are so valuable. You can see each piece of the puzzle, and how all the pieces interact – so you're more likely to spot issues before they arise.

How to organize you storyboard?

You can structure your storyboard any way you like. Some models show the final outcome on the left, and the steps flow from right to left toward it. Others use a vertical approach: the outcome is at the top, and the steps come up from the bottom to support it. Or you can use the film industry's model, with one frame after another in a line, running from left to right.