

Story Lab Exercise: Articulating Mission

Title or Domain: _____



Deepest Kingdom desires?



Need help and guidance?



Success?



Getting in the way?

External

Internal

Existential

Adversary



Current Plan?

Modified Plan?



Failure?

* This exercise has been adapted from the writings and work of Donald Miller. See Donald Miller, *Building a Storybrand* (HarperCollins Leadership, 2017).