



## ASUG Webinar: Storytelling is the Bridge Handout

### The 8 Story Elements — and How to Use Them in SAP & Tech Storytelling

<b>Story Element</b>	<b>What It Means in a Story</b>	<b>How It Translates to a Tech message</b>
1. The Scene	The backdrop or context that sets the stage.	Set the system and business context — programme goals, landscape, constraints, and what “good” looks like (e.g., clean core, S/4HANA move, release cadence). “We started the quarter with multiple critical integrations, a tight change window, and rising demand for faster reporting.”
2. The Characters	The people or groups driving the story.	Name the key roles — product owner, architects, devs, Basis, security, data, testers, business SMEs, and end users. “Our integration team became the heroes, untangling interfaces without disrupting operations.”
3. The Quest	The goal or challenge the characters are pursuing.	State the goal in delivery terms — stabilise, migrate, automate, reduce incidents, improve cycle time, raise adoption. “Our quest was to cut month-end close time by automating postings and removing manual reconciliations.”
4. The Destination	What success looks like when the quest is achieved.	Describe success in measurable outcomes — uptime, lead time, defect rate, performance, compliance, user satisfaction. “Success meant 99.9% availability

# Fearless.

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5. The Obstacle	The barrier or conflict that creates tension.	through peak, and a two-day faster close with audit-ready traceability.”  Surface the real constraints — data quality, custom code, regression risk, change freezes, dependency delays, security findings. “Halfway through, a legacy customisation and a vendor API change threatened the go-live window.”
6. The Lesson	What’s learned or discovered along the way.	Share the insight — what the data/telemetry revealed, what worked, what you’d repeat/stop/start. “We learned that fixing master data and standardising processes delivered more value than adding another automation.”
7. The Connection to the Audience	Why the audience should care.	Make it relevant to their world — how it reduces toil, avoids outages, protects compliance, helps customers, and improves delivery. “This isn’t just a technical upgrade — it reduces firefighting, keeps the business running, and frees time for innovation.”
8. The Action	What happens next — or what the audience can do.	End with a crisp next step — decision, approval, behaviour change, test participation, cutover readiness, adoption actions. “Now we need each team to validate their top 5 transactions in UAT and sign off by Friday to stay on track.”

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## Example

“At the start of the programme (the scene), we faced a complex SAP landscape, a tight release window, and pressure to improve reliability. Our platform and delivery teams (the characters) set out (the quest) to modernise key processes while keeping the business running. Our goal (the destination) was a stable release with fewer P1 incidents and faster month-end close. But a legacy customisation, data quality issues, and a late integration dependency (the obstacle) threatened the timeline. Along the way (the lesson), we learned that simplifying the process and fixing master data delivered more value than adding new features. This matters to everyone (the connection) because it reduces firefighting, improves user experience, and protects compliance. So now (the action) we’re asking each team to prioritise their critical test scenarios, complete UAT sign-off, and flag cutover risks early.”