

What Makes **Story** Different from Its Peers

Key Components



	Character and Context	Goal	Conflict	Plot	Resolution
Story Narrative chronicling an individual impacted by experiences.	✓	✓	✓	✓	✓
Narrative Account of a series of events; a category above story.	✓			✓	✓
Profile Informational piece describing person or organization.	✓	✓			
Testimonial Statement attesting to individual, organization impact.	✓	✓			✓
Recap Description of recent events, experiences.	✓			✓	
Argument A series of logical reasons and evidence used to persuade.	✓			✓	✓

Stories are set apart by their structure – they require these 5 key components to be a story.

We often conflate story with its close relatives. The biggest culprit in Washington: *argument*. That said, you can make an argument more memorable or powerful by inserting a story.

Story's biggest difference? It's anchored by a conflict while its peers are not.