



# ST★RMAKER

Shares Kenn Adams'

**Story Spine**

# The Story Spine

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The Story Spine, originally created by playwright Kenn Adams, is a tool for creating well-structured stories. It is a series of sentence fragments that prompt the narrative elements of a story. The template serves as a dynamic and fluid structure, allowing storytellers to create stories that may be visionary, anecdotal, cautionary, inspirational, allegorical, etc.

## **The Platform**

- Once there was...
  
- And everyday...

## **The Catalyst**

- Until one day...

# The Story Spine

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## The Consequences

- And because of that...
- And because of *that*...
- And because of *that*...

## The Climax

- Until finally...

## The Resolution

- And so...

# WHAT IS STARMAKER



StarMaker employs the latest psychological research on personality, and has pioneered theater-based training and coaching in Asia since 1999. We specialize in organizational and individual transformation. Through developing heightened self and social awareness, leaders on all levels optimize their own natural talents, bringing out the star quality in their teams. We work closely with our clients to drive brilliant performance and help to create a workplace where employees feel a sense of purpose.

All StarMaker sessions can be delivered in Mandarin and English.



# TERESA NORTON



StarMaker's Founder has lived in Greater China for over thirty years. Having pioneered theater-based group training and coaching in Asia, she coaches C-Suite to middle managers, globally. Teresa helps leaders to communicate with confidence and to engage teams of diverse personalities and backgrounds with authenticity and compassion.

In a career that spans four decades, Teresa has worked as a professional theater director and actor, published playwright, radio personality, newspaper columnist, Harvard Business Review blogger and, most recently, as a contributing author to "Applied Improvisation - Leading, Collaborating and Creating Beyond the Theater", published by Bloomsbury.

# SAM BOBERTZ



Born and raised in Hong Kong, Sam moved to the United States to attend the University of Arizona, graduating with degrees in both Psychology and East Asian Studies.

Certified as a Workplace Big-Five consultant, Sam is able to conduct group training and one-to-one assessments using this powerful personality-profiling tool.

As a millennial, Sam understands the aspirations of an increasingly significant segment of the workforce. He has trained thousands of professionals around Asia in both English and Mandarin. Sam is Teresa Norton's son and Managing Director at StarMaker.



# We Look Forward to Working with You...



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