

Care Like a Mouse, Chapter Seven – Staging the Platform, Table 7-1, Show Development Formula Worksheet

The Platform is the 'stage' on which the 'show' is delivered. That delivery is composed of four components: Theme, Message, Story and Content. Use this worksheet to develop each of those components so you can deliver a memorable customer experience.



Step One: Message (the underlying meaning of the story being told)

What is your Message (as defined by your Purpose Statement)?

Message: _____

Step Two: Theme (the context within which the experience is delivered)

What Themes align with your Message?

Theme: _____

Theme: _____

Theme: _____

Theme: _____

Care Like a Mouse, Chapter Seven – Staging the Platform, Table 7-1, Show Development Formula Worksheet

Next, circle the Theme you wish to pursue.

Step Three: Story (the time and place in which the experience takes place)

What Stories would support that Theme?

Story: _____

Story: _____

Story: _____

Story: _____

Next, based on your selected Theme, circle the Story you wish to pursue.

Step Four: Content (the staging of all the elements on the Platform to communicate the theme, message and story)

Now that you have selected a Message, a Theme and a Story, identify the sensory content that aligns and will communicate the Story.

Visual Content (IE-visuals, sightlines, berms, color, signs, props):

_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

Care Like a Mouse, Chapter Seven – Staging the Platform, Table 7-1, Show Development Formula Worksheet

Auditory Content (IE-music, sound effects):

Kinesthetic Content (flow to prevent tired feet, transition zones, Items to touch and feel):

Aromatic Content (scents, product associated smells):

Gastronomic Content (food, snacks, treats, beverages):

Step Five: Show (The resulting application of Theme, Message, Story and Content.)

Given what you know now, what action steps do you need to take to stage an effective Show?

Action One: _____

Action Two: _____

Action Three: _____

Care Like a Mouse, Chapter Seven – Staging the Platform, Table 7-1, Show Development
Formula Worksheet

Action Four: _____

Action Five: _____