

# ST★RMAKER

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## The Story Spine

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 following story is illustrated by using the story spine.


### *The Untapped Potential with Hilton*

#### The Platform

Once there was... a bright and curious young woman from Nanjing named Qin. Qin worked hard at school and eventually went abroad to study in Singapore and the United Kingdom where she earned her Masters in International Business Economics.

# Hilton





Upon graduating from university she decided to look for a career that would offer travel and exposure to people from different backgrounds.

Back in her hometown of Nanjing, Qin was accepted into Hilton's Management Training program and was hired as a Finance Management Trainee.

When interviewing for the program, the Director of Finance asked what her career aspirations were in 5 to 10 years, and Qin said, confidently, "I want to be Director of Finance".

And everyday... she paid close attention to how the finance department supported the other departments in the hotel. When after just four months her boss left the hotel, Qin felt quite lost and alone but she took the initiative to speak with HR and was assigned a Mentor in the Regional Finance director who encouraged and guided her.

### The Catalyst

Until one day... there was a period of great turnover in the hotel and Qin, had to take over many additional duties. There was so much to do and she found herself working until 2 in the morning... **many, many nights.**

### The Consequences

And because of that... Qin realized that she needed to be proactive about her career expectations and her desire for exposure to more aspects of the business.

And because of *that*... her training schedule was amended, and she was offered support from other hotels and the regional finance team.

and because of *that*... Qin gained exposure to many other people in the company, was offered a role in the Shanghai property as assistant to the Regional Director.



## The Climax

Until finally... she was offered a role at the Conrad Hotel in Hong Kong and although she missed her friends and family back in China, she reached out to HR who introduced her to many fun aspects of life in Hong Kong. She started taking Cantonese lessons, learned Tai Chi and embraced local culture.

## The Resolution

And so... her experiences at Hilton have broadened both her life and her career aspirations.

6 years ago, fresh out of university and focused just on finance, her answer to the question “What do you want to be doing in 5 – 10 years?” was “I want to be Director of Finance”.

But when her GM at The Conrad Hong Kong recently asked her that same question, she answered: “I want to be GM. I want to be involved in everything!”