

4) Falling action – *The conflict comes to a head and it is made clear the “hero” will reach their goal.*

At this stage the decision-maker realizes their path, we have armed them with the tools and knowledge to move forward. By guiding decision-makers with their perspective in mind, they should feel more confident in their own understanding of the analysis. Depending on the situation we can use this opportunity to make a case that they should accept a proposed solution or engage the audience by discussing potential options for addressing the problem. Either way, our audience will feel empowered, clearly understand the problem, and in our role as their guide we have convinced them they are accountable for the next step.

5) Resolution – *loose ends are tied up and story concludes.*

To wrap up the story we restate the problem and the need for action, making sure the audience is ready to act. “There’s a difference between being convinced with logic and believing with personal conviction. Your audience may agree with the thought process you present, but they still might not respond to the call”⁴. We need them to be the “hero” and walk away from the presentation knowing more and ready to take some action.

An Example

Assume that you are the cost estimator for Program ABC. You have created a Life Cycle Cost Estimate (LCCE) for the program and have a high-level of confidence that the program will

⁴ Duarte, N. (n.d.). *Resonate*. Retrieved from <https://www.duarte.com/resonate-book/chapter-1/>

