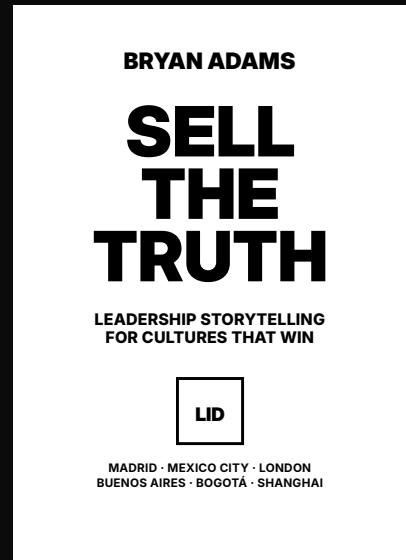


OFFICIAL COMPANION RESOURCE



THE TRUTH FRAMEWORK CANVAS

A five-step structure for storytelling that **builds belief**.

From **SELL THE TRUTH** by Bryan Adams · LID Publishing, 2026 · A free companion resource

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THE TRUTH FRAMEWORK · CANVAS

THE TRUTH FRAMEWORK CANVAS

A five-step structure for storytelling that builds belief.

Use this canvas to shape any story — for leadership, employer brand, EVP, culture or personal narrative. Every honest moment has the potential to move people. This framework gives it structure. Work top to bottom, and use the space under each step to capture your own answers.

T

TRIGGER

The moment your audience cannot ignore. Not context or background: the instant something became impossible to look away from. Your story begins here — at the point of disruption, not before it.

STORY QUESTIONS

- When did everything change?
- What was the moment you could not look away from?
- What happened that made the old way impossible?

R

REVEAL

The truth the Trigger exposed. Clear, honest and resounding — the anchoring truth that defines what this story is really about. Not the interpretation, not the lesson. The truth itself, stated plainly.

STORY QUESTIONS

- What did that moment finally make visible?
- What truth had been there all along but no one was saying?
- What became undeniable once the Trigger happened?

U

UNLOCK

The insight behind the truth. What it means, why it matters, what it makes possible. This is the hinge between what happened and what becomes possible next — where comprehension turns into momentum.

STORY QUESTIONS

- What does this truth actually mean for people?
- Why does it matter now, more than ever?
- What does it make possible that wasn't possible before?

T

TENSION

The honest friction. The cost, the challenge, the consequences of inaction. This is what makes the story credible. Without stakes, a story is passive and weightless.

STORY QUESTIONS

- What is genuinely at stake if nothing changes?
- What did this cost — in real terms?
- What would a reasonable person be afraid of here?

H

HARVEST

The visible, earned outcome. Proof that the story is true and the journey was worthwhile — and an invitation for your audience to picture themselves stepping into the same new reality. Not a promise. Evidence.

STORY QUESTIONS

- What changed, measurably and visibly, as a result?
- What is the proof that this truth led somewhere real?
- What can your audience now picture for themselves?

R — REVEAL ANCHORS THE TRUTH

State what is true, plainly and without softening. The word "insight" never belongs here — only the fact of what was seen.

U — UNLOCK DELIVERS THE INSIGHT

Now you say what it means, why it matters, what it makes possible. Insight belongs exclusively at this step.

Truth builds credibility. **Story** builds connection. **TRUTH** builds belief.

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