

The 4-Part Story: Examples

	Context	Situation	Outcome	Action
"Lead to Won" workshop	Our team is working on the main funnel that leads go through to become paid.	Data shows a decrease in conversion rate, which is what causes our monthly revenue to drop	A few tests to improve the rate need to be launched by product and marketing.	A one-day workshop will be held next week to find solutions
Recruiting a new PM	As the company grow, we are here to talk about the product team growth	Our company has grown by 150% since last year, and new teams have been formed. Having no PM on board makes it difficult for new teams to operate effectively.	The product team budget needs to be increased and three new PMs need to be recruited	The budget needs your approval
Sprint planning kickoff	The purpose of this meeting is to discuss the team focus for the upcoming sprint.	Last week, we conducted two tests. Here are the results: In the first direction, we see great success, and in the second direction, we see failure.	To achieve our OKR, we will continue to work on direction(A).	Let's plan our sprint accordingly
Integrating "Google Sign up"	We are here to discuss sign up options for our users.	More than 40% of our new users drop during signup. Today's process is too complex and long.	Signup solutions from third parties were considered, and we chose Google. The reasons are...	By Friday, we need the teams' feedback and implications, so we can start working on a plan next week.