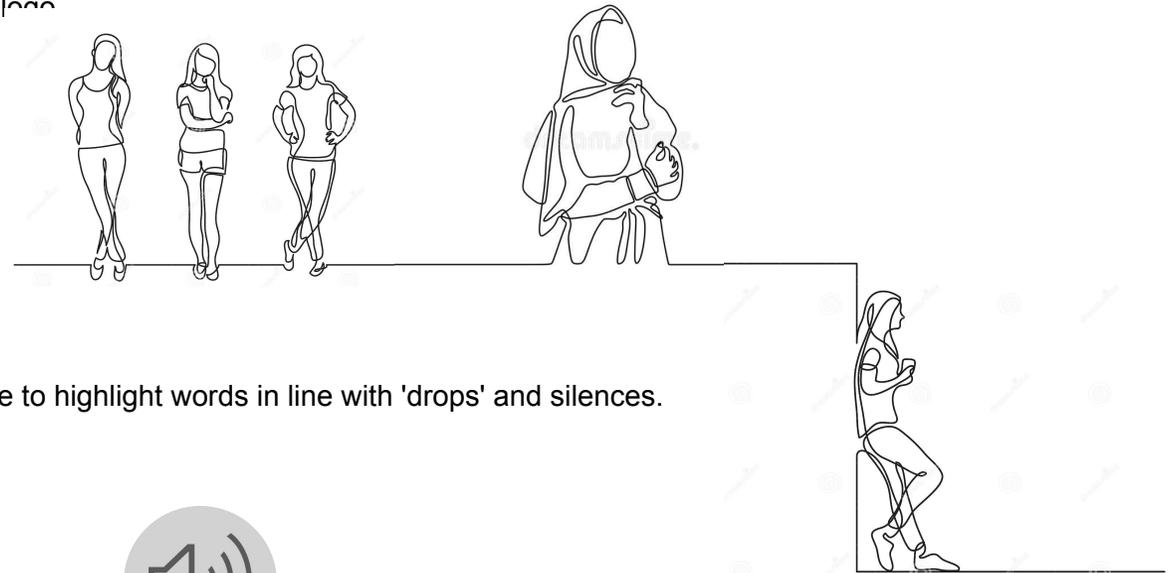
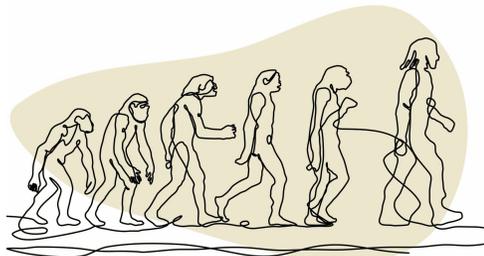


Accountability introduction storyboard



Moodboard

- Simple continuous line graphics with 'blob' highlights, as per the given brand (note – due to constraints on stock use, I have been unable to add 'blobs' to this storyboard)
 - Use a mix of genders, race, and other identifiable features to mise inclusion
 - Single-line, whiteboard style - 'blobs' to 'pop-up' on key words – it is possible to draw the line continuously (<https://kijko.co.uk/wp-content/uploads/2022/12/MAIN-COMP-BHD-Intro-Video-26-JUL-2022.mp4> - would have to talk to Andrew to see how he did this on this BHD video he built for me!)
 - NB – caution using stock imagery that same or similar artist creates each image – risk of inconsistency of detail level, line width, style – potential to draw own imagery to overcome this
 - Caution on use of photography and imagery in one product – ideally, should not be mixed with text – plus black and white. Suggest contrasting colours from logo



- Suggested backing track – upbeat, c120-125bpm (to raise heartrate), drums and claps.
 - NB – potential to change script depending on track chosen – may want to re-write to highlight words in line with 'drops' and silences.



Scene 1 -

Script

How many times have you heard...?

- "I need more time on that."
- "It's not my fault..."
- "I'm sorry, I didn't do it."
- "I don't have that information yet."
- "Oh, I didn't know you meant today."

Notes and direction

- "Cold" opening – bigger impact
- Speech to 'pop-up' as words spoken.
- Background track to start after this scene for impact.

On screen

"It's not my fault."

"Ah, I need more time."

"I'm sorry. I didn't do it."

"I don't have that information yet."

"Oh, I didn't know you meant today."



Scene 2 –

Script

We've all felt that frustration.

And it's rubbish when people let you down, especially when you need their contribution to get your work done.

Notes and direction

Depending on WTT brand, you might consider losing "rubbish" and using a mild (or not-so-mild) swear word to heighten the impact. Very much depends on context, client etc.

On screen



Adobe Stock | #212286126

Scene 3 –

Script

And yeah, life gets in the way sometimes...

But not every time.

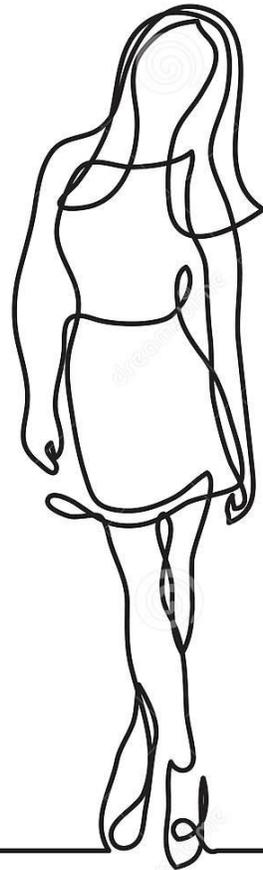
So, isn't there a better way?

A way to work with people who deliver?

Notes and direction

N/A

On screen



Scene 4 –

Script

Who do what you need in order to get your work done.

People who are dependable, decisive.

Realistic, responsible.

Efficient, effective.

[beat]

Accountable.

All it really means is people doing what they say they will do.

Notes and direction

N/A

On screen



Scene 5 –

Script

Sounds simple, right?

[beat]

Notes and direction

- Intentionally blank screen for effect – or use words onscreen.
- If we can time this with a "gap" or before a "beat-drop" - it'll be more effective.

On screen

Scene 6 –

Script

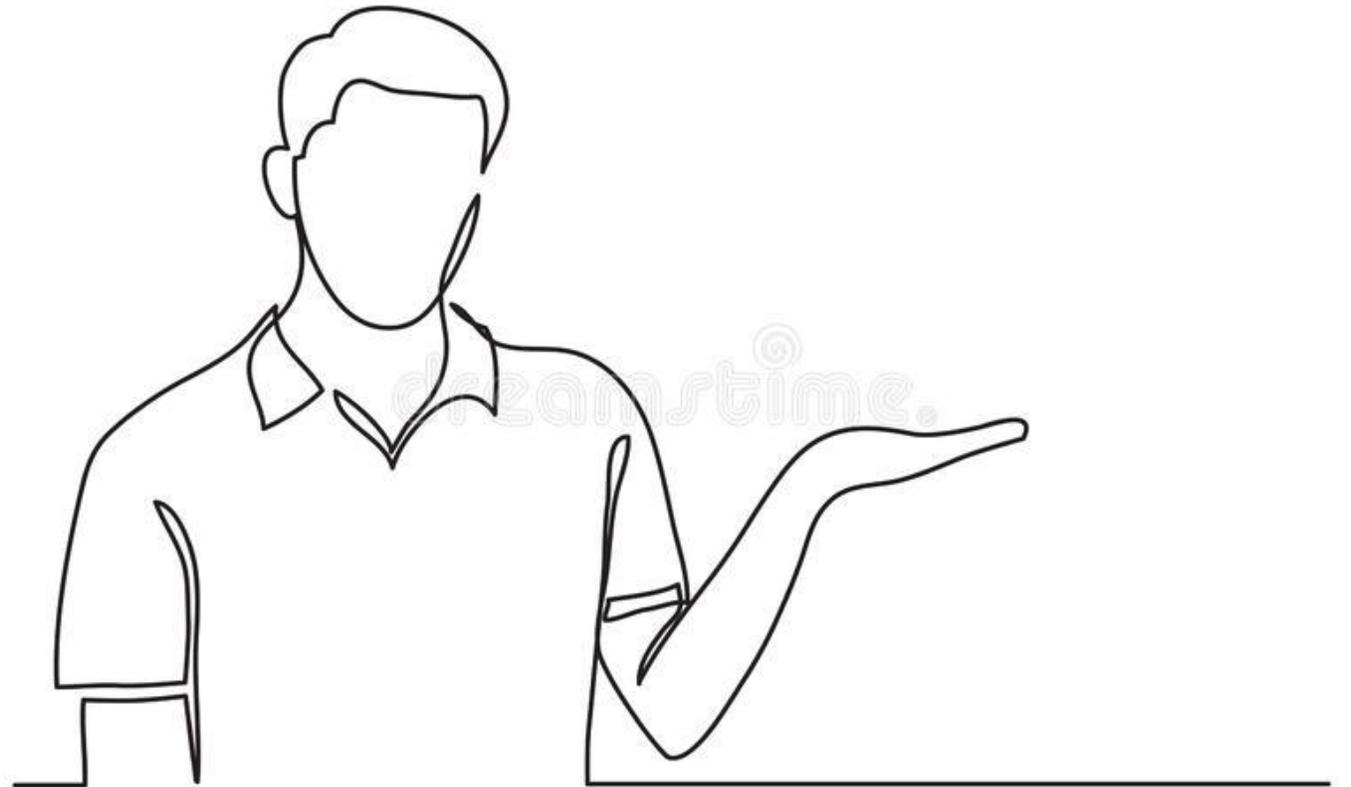
Let's face it, we know it's not.

After all, you don't make promises lightly, so why do so many good people let you down?

Notes and direction

N/A

On screen



Scene 7 –

Script

Well, being Accountable is a skill.

And not only can you get better at it, but you can help others get better at it too.

Notes and direction

N/A

On screen



Scene 9 –

Script

Building Accountability takes two people, like a contract.

And like any contract, you need to do the ground work, making sure that both parties have what they want, and need, to make it happen.

An accountable relationship needs a clear and precise outcome - so you both know who's responsible for what – and what success looks like.

Notes and direction

N/A

On screen



Scene 10 –

Script

It's a specific ask... what I need from you is... can you do it... can we reach agreement?

It's a negotiation... can you do this... if you do this... do you understand the impact?

Notes and direction

N/A

On screen



Adobe Stock | #355310829

Scene 11 –

Script

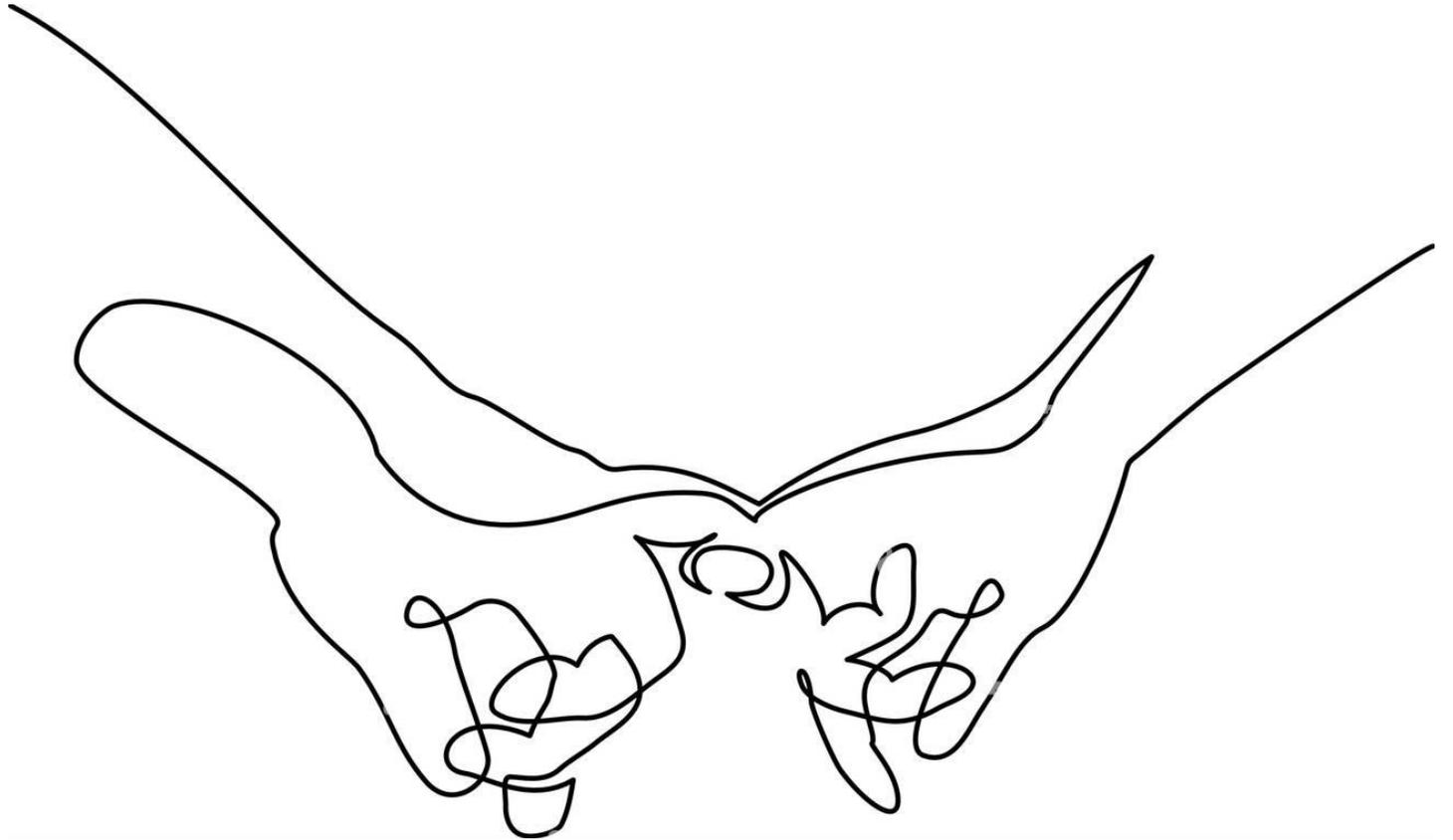
It's a promise... one that both people can realistically make.

And trust us, it's worth the time and effort to set it up.

Notes and direction

N/A

On screen



Scene 12 –

Script

Making clear plans and agreements makes getting the results you need easier because it empowers people to deliver on what matters.

And if you don't get what you need, knowing what should have happened makes it easier to have conversations which help fix the problem and manage the outcomes.

Notes and direction

N/A

On screen



Scene 13 –

Script

Ask yourself, who do you rely on? Who relies on you?

Could you try clarifying expectations for you, for your teams? - The 'when' and the 'why'?

We promise you'll be impressed with the results.

Notes and direction

Fade out – or "bumper" with WTT logo and signposting to courses and information.
If it can be timed, music should complete before the last line.

On screen



Scene – TEMPLATE STORYBOARD

Script

--

Notes and direction

--

On screen

--