

# Tips for Creating a Storyboard

*A storyboard is a colorful, graphic, shorthand representation of a quality improvement project or initiative. A storyboard can be used as a communication vehicle to display, in an easy and effective way, the work of the team. Used as an internal vehicle, the storyboard can be used at team meetings, quality improvement meetings and presentations. As an external vehicle, it can be used to educate patients, families and visitors and as a public relations tool at conferences and trade association meetings.*

The storyboard is an opportunity to have some fun and show the unique character of your nursing home and team. Your storyboard is a way to help introduce your team to the other collaborative participants.

## Why use a Storyboard?

- Educate and communicate the quality improvement (QI) story
- Condense the work for presentation
- Summarize a QI process
- Help teams organize their work and record their progress
- Display QI information in a standardized format
- Facilitate quick reading and understanding by all staff
- Help promote the organization's overall QI efforts

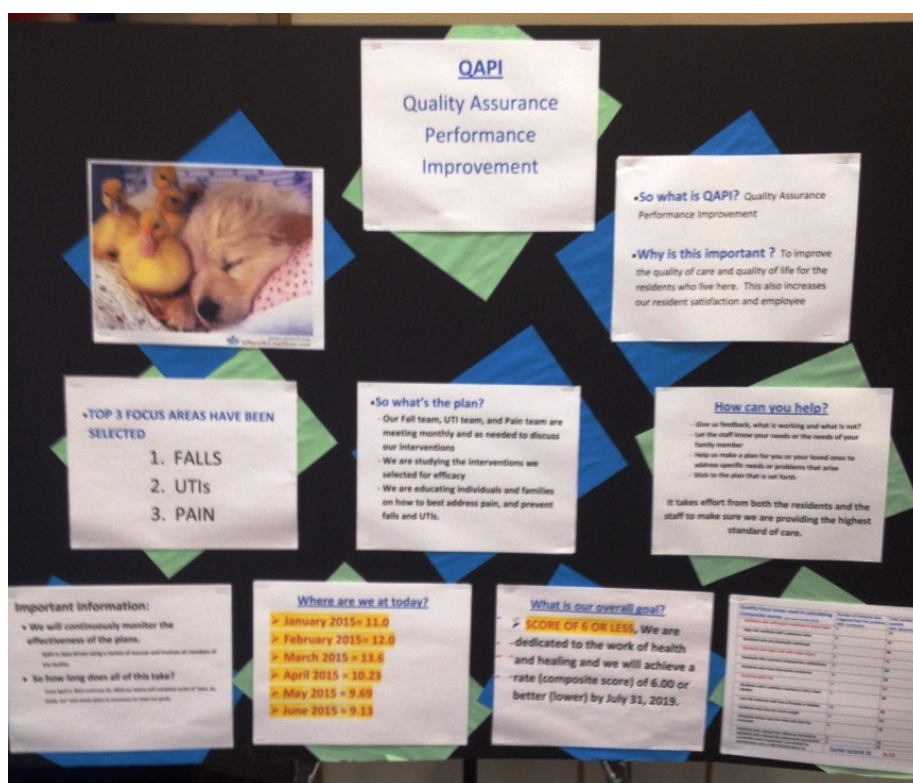
## General Guidelines for Creating a Storyboard

- Team information
  - List the team's name and members (include a photo if possible)
- Team goal statement or aim statement
  - States the opportunity to be improved
  - What results will be achieved?
  - How it will be measured?
- Current situation
  - How the current process works (flowchart can be used)
  - What is the problem?
  - Why was this problem selected?
- Identify your PDSA cycles or rapid cycle testing cycles
  - What is the team measuring to assess improvement? Could include examples of graphs and charts
- Data analysis
  - Determination of root cause of the problem. Cause and effect diagrams or histograms may be helpful

- Potential solutions
  - Describe potential solutions
  - List the recommendations of the team's findings
  - Identify an action plan for implementation
- The future
  - How were changes standardized?
  - What is the ongoing monitoring plan?
  - Lessons learned?

## Assembling the Storyboard

- A trifold, table-top display board can be used for this purpose; it does not need to be elaborate or expensive
- Black on white with colored headers, graphics, graphs and charts are preferred for visibility
- Text size should be as large as possible with limited narrative
- Make your storyboard come alive - make it colorful and fun!



Storyboard courtesy of Sanford-Off Collins, Mandan