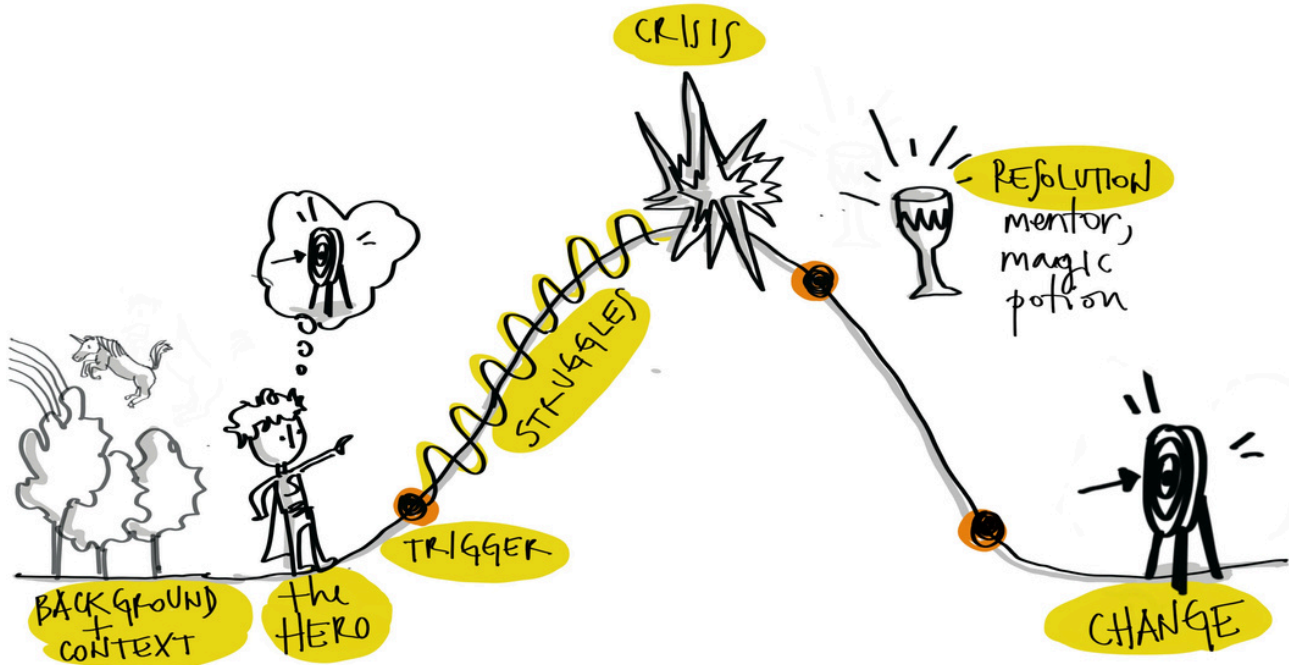# Transform your case studies
## Create your own story arc



**Background + Context** | The starting point of the case study

_____

**The hero** | Who are they? e.g. the client you helped as they were struggling to get to the results

_____

**Trigger** | What changed from the starting point situation?

_____

**Struggles** | The challenges the hero encountered, the twist in the story

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**Crisis** | Was there an unexpected crisis point?

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**Resolution** | Your intervention, the sustainability solution that saved the day

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**Change** | The results after your intervention

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