

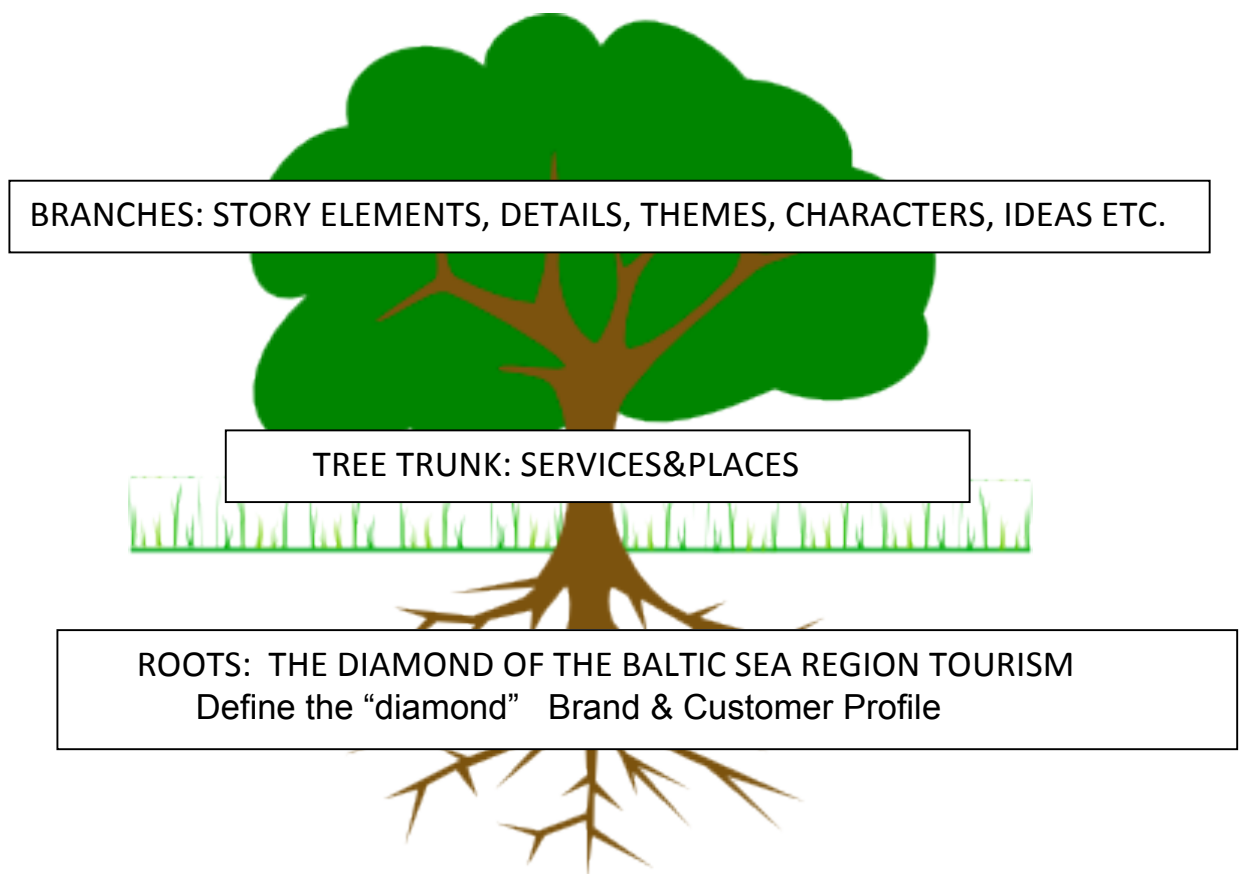
# A COMMON STORY FOR THE BALTIC SEA REGION TOURISM

## Constructing a Story Tree

**The Story Tree** method developed by Tarinakone helps to uncover the essence of a company, service or concept.

What could be the starting point for a story that binds together the Baltic Sea Region?

**Create mind maps:** write down everything that comes to your mind, in order to discover the most important things. Finding continuity and causality is very important in story design. Uncovering the relationships between things helps us to combine them into one story, which we can share with our customers through our services.



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