

# ST★RMAKER

[www.starmakerhk.com](http://www.starmakerhk.com)

## The Story Spine

The Story Spine, originally created by playwright Kenn Adams, is a tool for creating well-structured stories. It is a series of sentence fragments that prompt the narrative elements of a story. The template serves as a dynamic and fluid structure, allowing storytellers to create stories that may be visionary, anecdotal, cautionary, inspirational, allegorical, etc.

The following story is illustrated by using the story spine.

### *Leading Inspiration at Agilent*

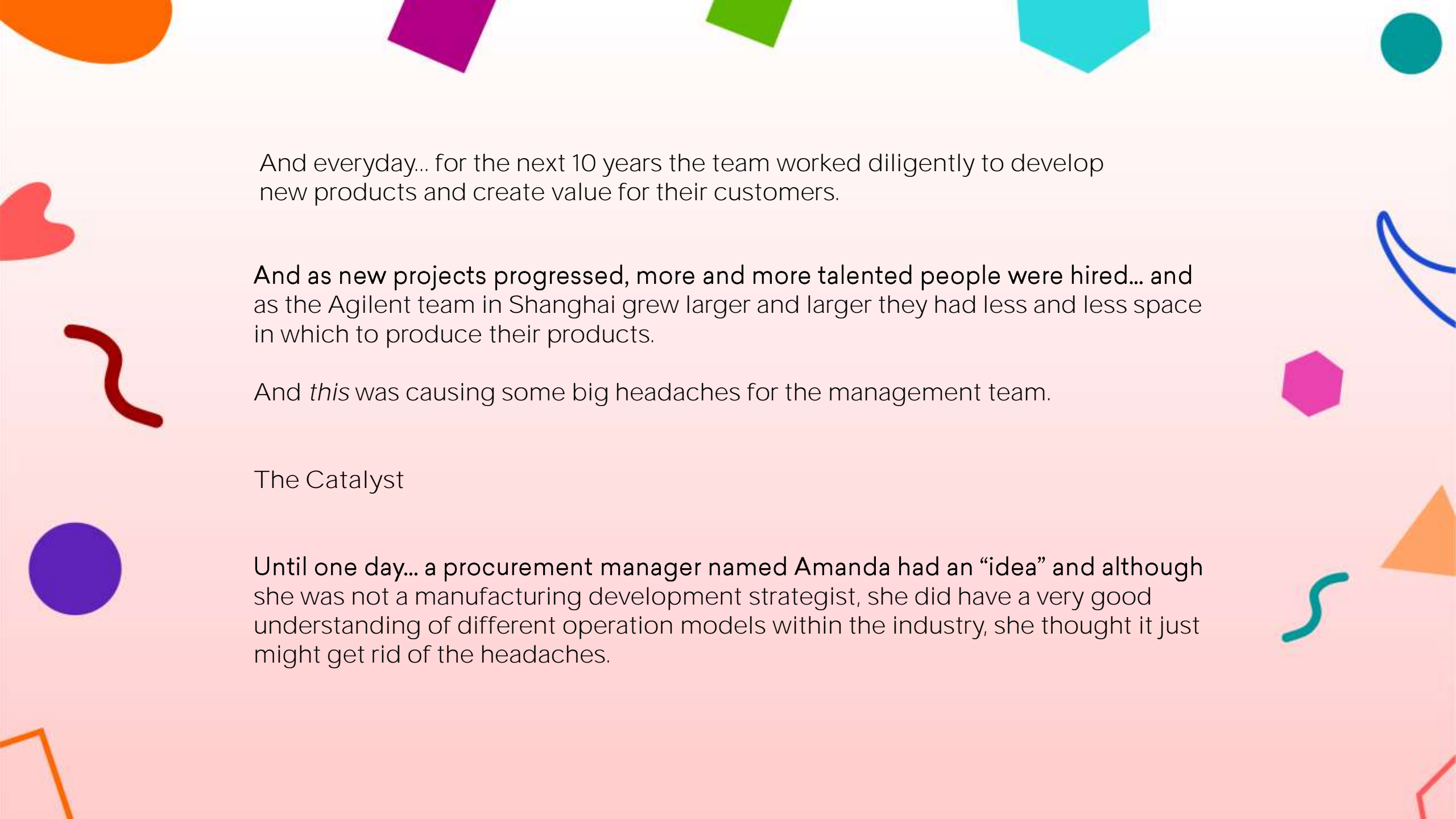
#### The Platform

Once, in 2002 there was... global company called Agilent that supplied laboratory and laboratory equipments to customers around the world that decided to open their only assembly and final instrument manufacturing site in China in Shanghai.



# Agilent



The background is a light pink gradient with various colorful geometric shapes and lines scattered around. These include a large orange shape in the top left, a purple square, a green square, a cyan hexagon, and a teal circle in the top right. On the left side, there is a red heart, a red wavy line, and a purple circle. On the right side, there is a blue wavy line, a pink hexagon, an orange triangle, and a teal wavy line. At the bottom, there are orange and red lines forming partial shapes.

And everyday... for the next 10 years the team worked diligently to develop new products and create value for their customers.

And as new projects progressed, more and more talented people were hired... and as the Agilent team in Shanghai grew larger and larger they had less and less space in which to produce their products.

And *this* was causing some big headaches for the management team.

The Catalyst

Until one day... a procurement manager named Amanda had an “idea” and although she was not a manufacturing development strategist, she did have a very good understanding of different operation models within the industry, she thought it just might get rid of the headaches.

The background is a light pink gradient with various colorful geometric shapes and lines scattered around. At the top, there are orange, purple, green, and cyan shapes. On the left side, there are red, orange, and purple shapes. On the right side, there are blue, pink, and orange shapes. At the bottom, there are orange and red shapes.

So...when the Vice President of the company came for a site visit, Amanda shared her idea, elaborating on industry practices and pointing out the pros and cons.

### The Consequences

And because of that... The Vice President assigned Amanda to lead case **study review** and with the VP's support **Amanda formed a confidential project** team of engineering, production, procurement and finance.

And because of *that*... The team needed to develop criteria for industry sourcing, evaluation and ranking of non-core outsourcing candidates, creating a financial model for inhouse vs. outsourcing financial analysis.

And because of *that*... Amanda and her team worked tirelessly for months on this highly confidential project to check and cross check their research.

The background features a light pink gradient with various colorful geometric shapes and lines scattered around the edges. These include a large orange shape in the top left, a purple square, a green square, a cyan hexagon, and a teal circle in the top right. On the left side, there is a red heart, a red wavy line, and a purple circle. On the right side, there is a blue wavy line, a pink hexagon, a teal wavy line, and an orange triangle. The overall aesthetic is modern and abstract.

## The Climax

Until finally... they had worked out a comprehensive business case which they presented to top management, who quickly decided to kick off the project.

## The Resolution

And so... production space was freed up and operators could be available for new products there was less inventory to be stored and higher production flexibility.

And today Amanda's "idea" has become a reality that is considered best practice and shared throughout Agilent instrument manufacturing sites.