

A young boy is shown in profile, shouting or singing into a professional microphone. The image is in grayscale and has a dark, semi-transparent overlay. The microphone is a large, silver condenser mic on a boom arm. The boy's mouth is wide open, and his eyes are closed. The background is a plain, light color. There are two vertical teal lines: one on the left side of the image and one on the right side, near the boy's head.

Inspiring change
through storytelling.

Don't talk at your audience.
Tell them a story.

JOURNEY

The focus of this workshop
is to create a simple
approach for building trust
and inspiring action. Nobody
ever got to Oz without a
heart, courage, and brains.



CREATIVE JUICES

WARM UP

Each person roll a die.

As a table craft a one minute story using what's showing on the dice.

Share your story with the group.



BUT, WHY?

The most successful leaders imagine and articulate the “what if” from a place of compassion before turning it into a reality.

GUIDE™ AS A FRAMEWORK

Your guide for blueprinting,
ideating and designing for impact.

G

**Goal
Clarity**

Why are we
doing this?

U

**Unlock
Commitment**

What is?

I

**Impactful
Ideas**

What if?

D

**Decisive
Action**

Will it work?

E

**Execution
Excellence**

How do we know?

GOAL CLARITY **INSPIRES**

CURIOSITY

COMPASSION

UNLOCK COMMITMENT ENGAGES

IMPACTFUL IDEAS CONNECT

CREATIVITY

DECISIVE ACTION MOTIVATES

COURAGE

COMMITMENT

EXECUTION EXCELLENCE EMPOWERS

SIX WORD STORIES

#PRACTICE

Develop and share your
personal 6 word stories
at your table.

For example: For sale,
baby shoes never worn.



6 WORDS ABOUT YOU!

Not my circus, not my monkeys.

MY MONKEYS FLY

THE NEXT STORY

POINT OF VIEW

PITCH VS. STORY



A REFRESH



Applying the Guide Principles to your project's story

GOAL CLARITY

#INSPIRES

01 #ONE

WHY ARE YOU COMMUNICATING?

02 #TWO

WHAT DO YOU HOPE TO ACCOMPLISH?

03 #THREE

WHAT ARE YOUR EXPECTATIONS?

UNLOCK COMMITMENT

#ENGAGES

01 #ONE

WHO NEEDS TO HEAR THIS?

02 #TWO

WHAT DO THEY NEED TO KNOW ABOUT IT?

03 #THREE

WHY DO THEY CARE?



Who is your
audience?

UNPACK YOUR AUDIENCE

What do you KNOW?
What do you NEED to know?
HOW do you know?

IMPACTFUL IDEAS

#CONNECT

01 #ONE

WHAT DO YOU ACTUALLY NEED
TO COMMUNICATE IN THE STORY?

02 #TWO

HOW DO YOU SAY IT SO IT WILL RESONATE
WITH YOUR AUDIENCE?

03 #THREE

HOW MUCH CONTEXT DO YOU NEED FOR
YOUR AUDIENCE TO CONNECT?

DECISIVE ACTION

#MOTIVATE

01 #ONE

HOW DO YOU WANT THE AUDIENCE
TO ACT, THINK AND FEEL?

02 #TWO

CAN? SHOULD? WILL?
DO YOUR IDEAS AND MESSAGE
MOTIVATE THAT ACTION?

03 #THREE

WHEN DO YOU NEED ACTION?

EXECUTION EXCELLENCE

#EMPOWERS

01 #ONE

HOW WILL YOU KNOW IF YOU WERE SUCCESSFUL?

02 #TWO

WHEN AND WHERE DO YOU TELL YOUR STORY?

03 #THREE

HOW WILL YOU KNOW YOU WERE SUCCESSFUL?

30 MINUTES TO CRAFT A 3-MINUTE STORY

Recommended Timing

Set a Goal: 5 min

Call to Action: 5 min

Unpack Audience: 10 min

Put it Together: 5 min

Ideas: 5 min

CREATE

FEEDBACK ROUND



Find a team, both share,
get feedback and refine your stories.

LIGHTNING ROUND



Find a team, both share, choose one. Then, find another pair, share two, pick one.

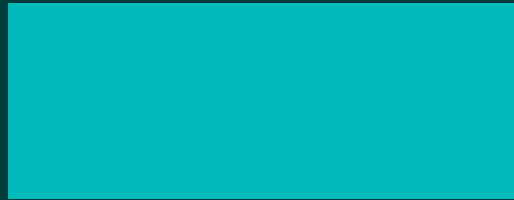
TIME TO REFLECT

#INSIGHTS

#GLINDA

—
You are more capable
than you know.

#DO IT BY DESIGN



THANK YOU!