

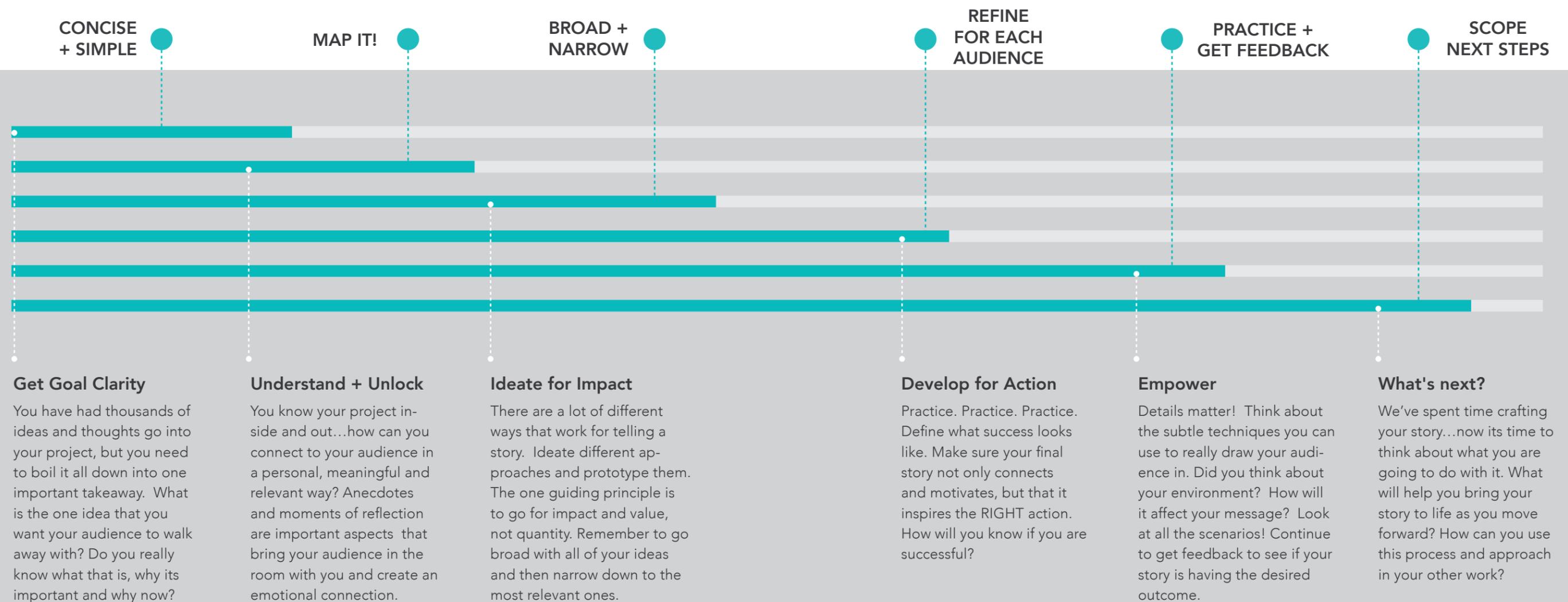
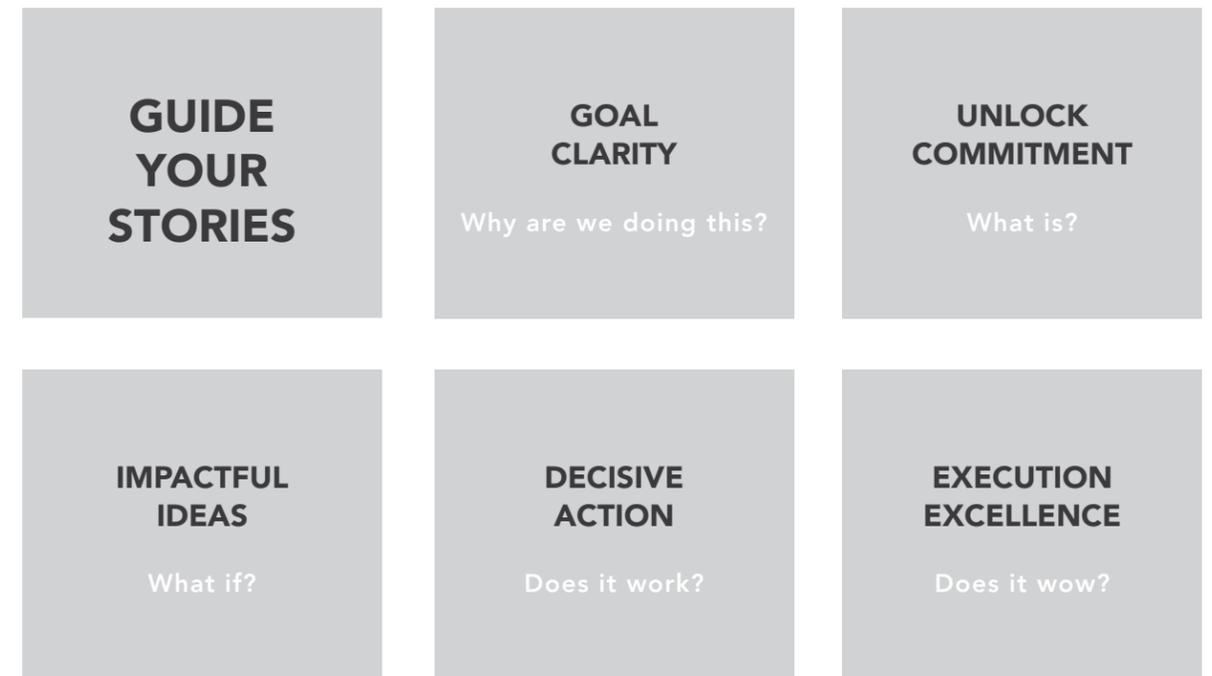
Tell a story!

Here's Why

People capture information via stories...not by staring at data and charts. The best ideas, proposals and projects in the world will not live on unless the audience is engaged and inspired. Designing an understandable and empowering story will allow you to move from good to great. The most successful leaders imagine and articulate the "what if" before turning it into a reality and persuasively invite their audience to become a part of a co-created story.

"If you can't explain something simply, you don't really understand it."

ALBERT EINSTEIN





STORY CANVAS



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 "Great storytelling can make the difference between someone paying attention to you and someone just tuning you out." - Christopher S. Penn

Goal Clarity:
 Get clear on your goal.

Unlock Commitment:
 Understand your audience.

Why are we doing this?
 What is the one message that you want your audience to walk away with it? Why its important and why now?

What is?
 Who is your audience? What is important to them?
 How can you connect to your audience in a personal, meaningful and relevant way?

What if?

Ideate different approaches to your story. Think about the subtle techniques you can use to really draw your audience in. The one guiding principle...go for impact and value, not quantity.

Decisive Action: Refine. Now What?

What works?

What works? What doesn't? Refine your message with your team and get to a core story.
 What is the action you want to inspire? Practice more than you think you need to!

Execution Excellence: Empower your audience!

What wows?

How will you know if you're successful? What will you be watching for? Are you willing to adjust if appropriate?