

A young boy is shown in profile, shouting or singing into a professional microphone. The microphone is mounted on a stand and has a large pop filter in front of it. The background is dark and slightly blurred. The text is overlaid on the left side of the image.

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 1-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 and a relentless focus on purpose.

A Look at YOUR Why

Applying personal passion to
your project's story

Guide As A Framework

Your Guide™ for designing for impact.

G

Goal
Clarity

Why are we
doing this?

U

Unlock
Commitment

What is?

I

Impactful
Ideas

What if?

D

Decisive
Action

Does it
work?

E

Execution
Excellence

Does it wow?

CURIOSITY

goal clarity **INSPIRES**

Goal Clarity

#INSPIRES

01

—
Why are you communicating?

02

—
What do you hope to accomplish?

03

—
What are your expectations?

COMPASSION

unlock commitment ENGAGES

Unlock Commitment

#ENGAGES

01

—
Who needs to hear this?

02

—
What do they need to know about it?

03

—
Why do they care?

CREATIVITY

impactful ideas **CONNECT**

Impactful Ideas

#CONNECT

01

What do you actually need to communicate in the story?

02

How do you say it so it will resonate with your audience?

03

How much context do you need for your audience to connect?

COURAGE

decisive action **MOTIVATES**

Decisive Action

#MOTIVATES

01

—
How do you want the audience to act, think and feel?

02

—
Can? Should? Will?
Do your ideas and message motivate that action?

03

—
When do you need action?

COMMITMENT

execution excellence **EMPOWERS**

Execution Excellence

#EMPOWERS

01

—
How will you know if you were successful?

02

—
When and **Where** do you tell your story?

03

—
How will you know you were successful?

THE NEXT STORY

Craft a 2-minute story

Focus on the “hook” and use the Guide Principles to ensure desired outcome and impact!

Set a goal

Understand your audience

Go broad for ideas—then narrow for impact

Define the call to action

Put it all together and prepare to share

Pitch vs. Story



2 Tips for Success

What do you need them to think, feel, say, and do?

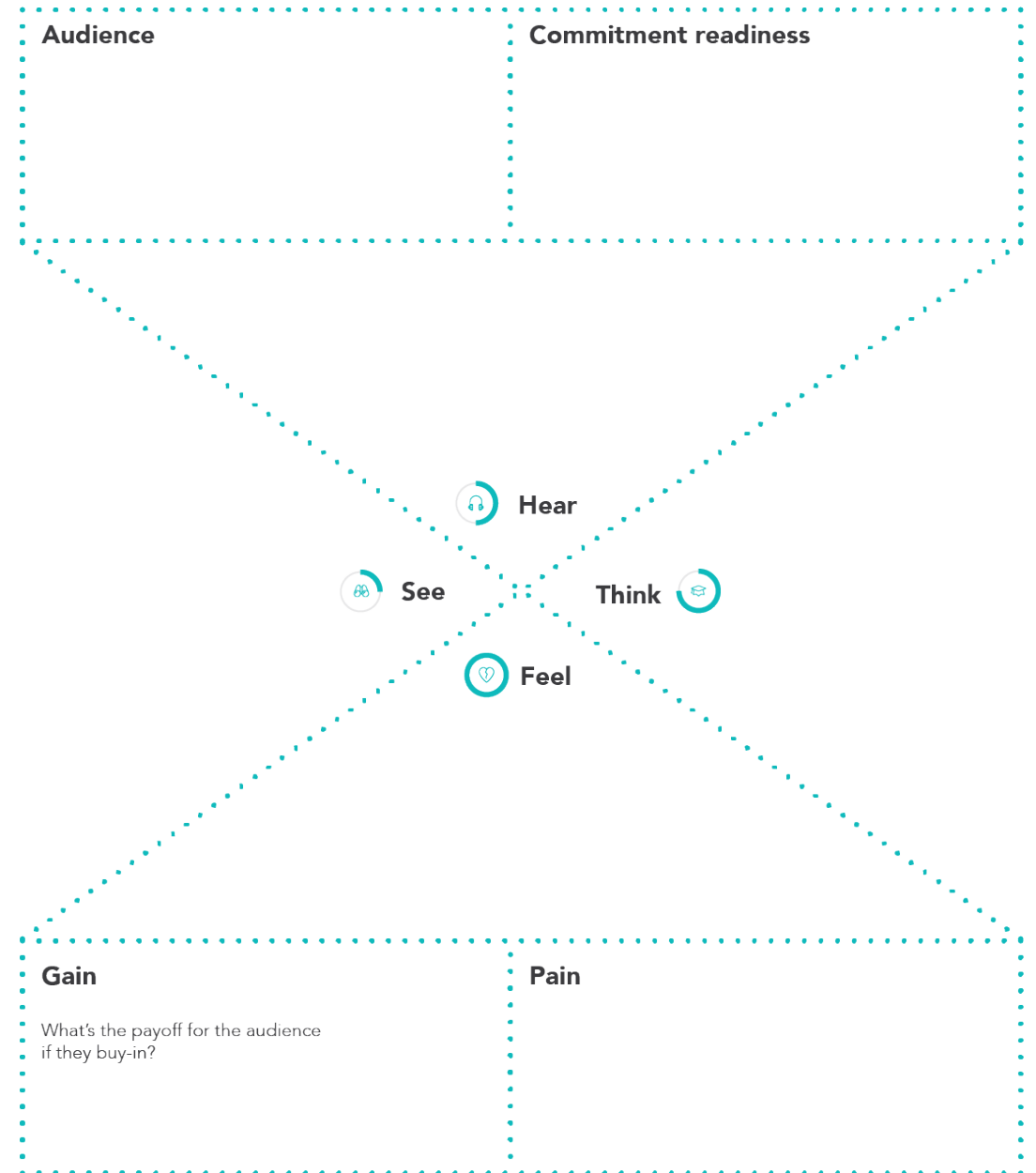
Begin with the end in mind.

Unpack Your Audience

What do you **know**?

What do you **need** to know?

How do you know?



25 minutes to craft a 2-minute story

Remember to...

Set a clear goal

Unpack the audience to unlock commitment

Go broad for ideas (*then narrow to the most relevant and impactful for your audience*)

Define a meaningful call to action

Put it all together and prepare to share

Feedback Round



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

Giving Feedback

Does the story have...

Courage

Heart

Brains

Focus on the Story

Does it have a clear goal?

Is it focused on what's important
to the target audience?

Are the ideas concise and relevant?

Can you hear the call to action?

What did you like?

What is your feedback for 20% improvement?

Lightning Round



Find a different team, both share,
choose one for large group share.

Time to Reflect

#INSIGHTS

#GLINDA

You are more capable
than you know.

Six Word Stories

#PRACTICE

Let's develop and share your
project's 6 word stories.

For example:

Purpose first. People always. Big Results.



*For sale, baby shoes
never worn.*

Do it by design.



Thank you!