Inspiring change through storytelling.

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

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.
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?
goal clarity INSPIRES
Goal Clarity

#INSPIRES

01 Why are you communicating?

02 What do you hope to accomplish?

03 What are your expectations?
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?
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?
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?
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.
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!