What’s the story?
welcome

The goal today is to learn the principles and techniques of a compelling story to:

- inspire, engage, and empower sustainable change
- activate The Compassion Factor
art & science
The Guide Principles

Simple, not easy

- Prioritizes people
- Builds trust & confidence
- Moves work forward
- Drives purpose
- Focuses on what’s most important
the next one
Understanding the realities, context, environment, and emotions of your audience is critical to engaging the hearts and minds of those you need to help you execute the goal.

Investing in discovering what’s important and why for both yourself and your audience allows for everyone to connect in a personal, meaningful, and relevant way.

The Compassion Factor™
Building Compassion
Try it out!

Use this quick approach to help think through who your audience is and how to best connect with them (build compassion).

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The Science

What
So What
Now What

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Storyboarding
Try it out!

Use this storyboarding approach to help think through the right narrative and the best way to support/share that narrative. Consider the experience you want to create as you connect your audience to the “what,” “so what” and “now what.”
Inspire & Engage
Storyboarding is a great start, but a compelling story requires us to connect the dots of our storyboard in a way that brings our audience along with us, creates momentum, and turns inspiration into action.
The Importance of Feedback
What did you learn that will increase the impact of your stories?
thank you
Do it different.
Do it better.