

Giving Feedback

It is important that each team develops an engaging and inspiring story for their audience. Here is some additional guidance as you listen to your peers tell their stories.

1. Does it have a clear goal?
2. Is it focused on what's important to the target audience?
3. Are the ideas concise and relevant?
4. Can you hear the call to action?
5. What did you like? And what is your constructive feedback for improvement?

Element	Why it is Important & What it Looks Like	How did they do?	What would make it 20% better?
Effective Storytelling	A relevant and actionable example/story that is seen, heard and felt creates line of sight. This in turn connects the audience to what the team needs going forward, what it will look and feel like when they get there, and creates a clear bias for action.		
Courage	Stories that inspire require courage. Did the team use relevant and real experiences? Are they being vulnerable and willing to lean into something outside their comfort zone? Did they allow their passion for the project to provide energy in the story?		
Heart	Great communicators inspire people. They create a connection that is real, emotional, and personal. Did the story draw you in? Did you want to be part of it?		
Brains	The ability to articulate the logical connection between key ideas and how they apply to the project is critical to motivating action and getting the outcomes you are looking for. Can you follow the logic of the story to a clear next step? Does the data provide the objective evidence the audience needs to buy-in and be an active part of the story?		