

An Introduction to the Guide™ Principles

Here's how you can
effectively guide your
storytelling efforts.

Goal Clarity

Why are you communicating?
What do you hope to accomplish?
What are your expectations?

Unlock Commitment

Who needs to hear this?
What do they need to know about it?
Why do they care?

Impactful Ideas

What do you actually need to communicate?
How do you say it so it will resonate with your audience?
How much context does your audience need?

Decisive Action

When do you need action?
How do you want the audience to act, think, and feel?
Do your ideas and message motivate that action?

Execution Excellence

How will you know if you were successful?
When and where do you communicate?
Will it engage and inspire action?

Guide Your Story

Goal Clarity

Why do you believe in this work?

Stuck?

What are the moments of truth that inspire you to do the work?

Unlock Commitment

What is important to you to accomplish?

Unpack Your Story

Why is it important?

How do you expect yourself to show up?

How do you expect others to show up?

Impactful Ideas

How do you bring your why to life?

Decisive Action

What can you do to motivate others to take action?

EXECUTION EXCELLENCE

Where and when can your personal story have impact?

Your Six Word Story

How will you know it is working?