Tell a story!

Here's Why

People capture information via stories...not by staring at data and charts. The best ideas, proposals and projects in the world will not live on unless the audience is engaged and inspired. Designing an understandable and empowering story will allow you to move from good to great. The most successful leaders imagine and articulate the "what if" before turning it into a reality and persuasively invite their audience to become a part of a co-created story.

"If you can't explain something simply, you don't really understand it."

ALBERT EINSTEIN

GUIDE YOUR STORIES

GOAL CLARITY

Vhy are we doing this?

UNLOCK COMMITMENT

What is?

IMPACTFUL IDEAS

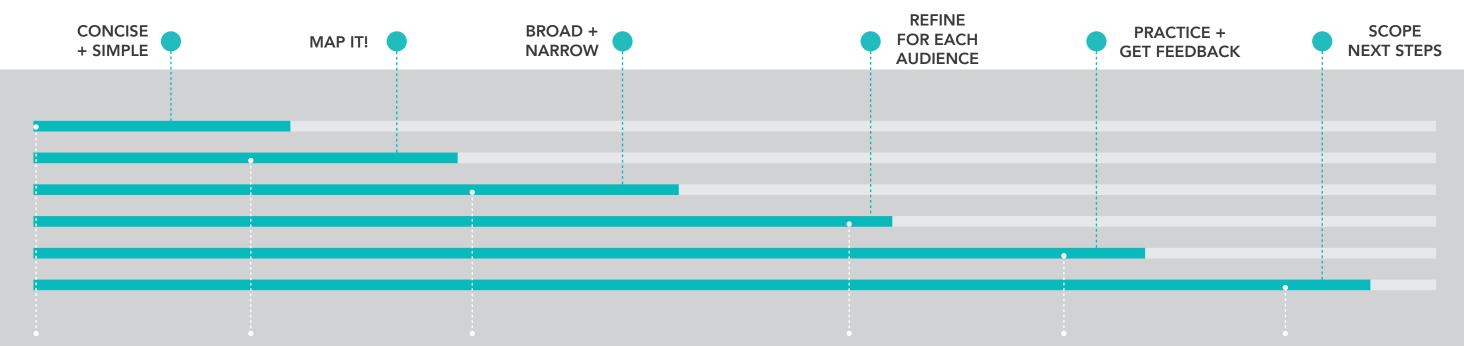
Vhat if?

DECISIVE ACTION

Does it work?

EXECUTION EXCELLENCE

Does it wow?



Get Goal Clarity

You have had thousands of ideas and thoughts go into your project, but you need to boil it all down into one important takeaway. What is the one idea that you want your audience to walk away with? Do you really know what that is, why its important and why now?

Understand + Unlock

You know your project inside and out...how can you connect to your audience in a personal, meaningful and relevant way? Anecdotes and moments of reflection are important aspects that bring your audience in the room with you and create an emotional connection.

Ideate for Impact

There are a lot of different ways that work for telling a story. Ideate different approaches and prototype them. The one guiding principle is to go for impact and value, not quantity. Remember to go broad with all of your ideas and then narrow down to the most relevant ones.

Develop for Action

Practice. Practice. Practice.

Define what success looks like. Make sure your final story not only connects and motivates, but that it inspires the RIGHT action.

How will you know if you are successful?

Empower

Details matter! Think about the subtle techniques you can use to really draw your audience in. Did you think about your environment? How will it affect your message? Look at all the scenarios! Continue to get feedback to see if your story is having the desired outcome.

What's next?

We've spent time crafting your story...now its time to think about what you are going to do with it. What will help you bring your story to life as you move forward? How can you use this process and approach in your other work?



Goal Clarity:

Get clear on your goal.

Why are we doing this?

What is the one message that you want your audience to walk away with it? Why its important and why now?

Unlock Commitment:

Understand your audience.

What is?

Who is your audience? What is important to them? How can you connect to your audience in a personal, meaningful and relevant way?

Impactful Ideas: Ideate for Impact

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What if?

Ideate different approaches to your story. Think about the subtle techniques you can use to really draw your audience in. The one guiding principle...go for impact and value, not quantity.

Decisive Action: Refine. Now What?

What works?

What works? What doesn't? Refine your message with your team and get to a core story. What is the action you want to inspire? Practice more than you think you need to!

Execution Excellence: Empower your audience!

What wows?

How will you know if you're successful? What will you be watching for? Are you willing to adjust if appropriate?