

SHARE YOUR VISION

WITH INSPIRATIONAL STORYTELLING

• HOW TO ENGAGE YOUR TEAM AND SHARE YOUR VISION. •



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SHARE YOUR VISION WITH A STORY

Where to Start?

Start with your Why, Who & What

STORIES EAT PRESENTATIONS FOR LUNCH. IF YOU WANT TO SHARE YOUR VISION - USE A STORY.

Start with your Why



Why start with **Why**? If you don't know your purpose, it will not be clear to your audience. Audiences cannot remember or be moved by stories that they don't understand. Start with the main point.

What do you want them to **feel, want, or do** after this story?

Who is your Who?

Your story needs a Hero. A central character to has the problem, overcomes the challenges, and benefits from the outcome. The Hero could be your customer, end-user, or team. Who your Hero is will depend on your audience and story's point of view.

Hero journeys also include others. Projects, Teams, and journeys are (generally) not taken alone. Don't leave out the supporting cast.



What's next?

Since this is a Business Story, don't forget to add the **relevant facts and details**.

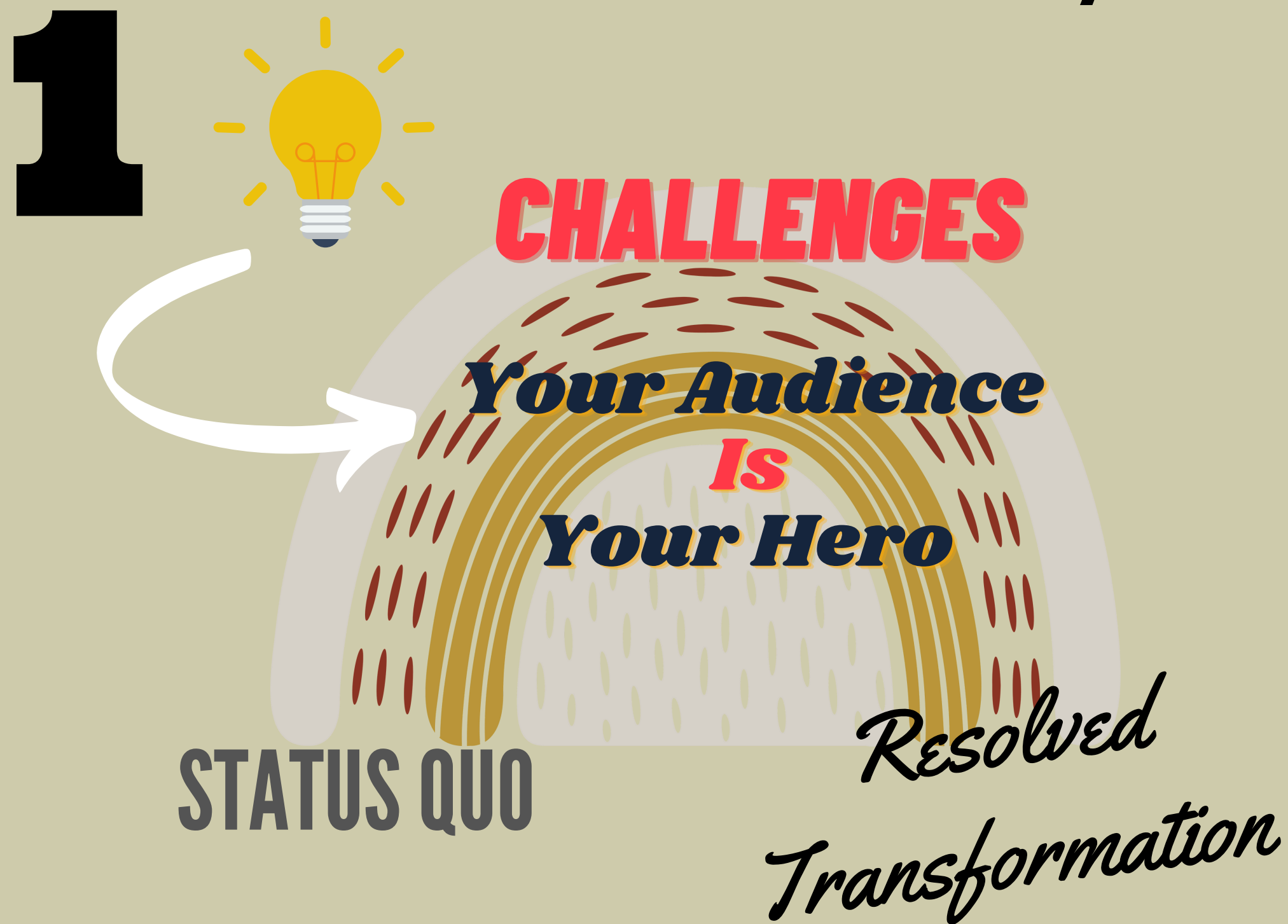
But be sure the details drive home the **Why**. Discard the details that don't service the **inspiration** of the Story.

The audience **needs motivation** (just like all 'actors'). The real hero of your story is your audience - so **give them a reason to act**.

SHARE YOUR VISION WITH A STORY MAP OUT THE HOW



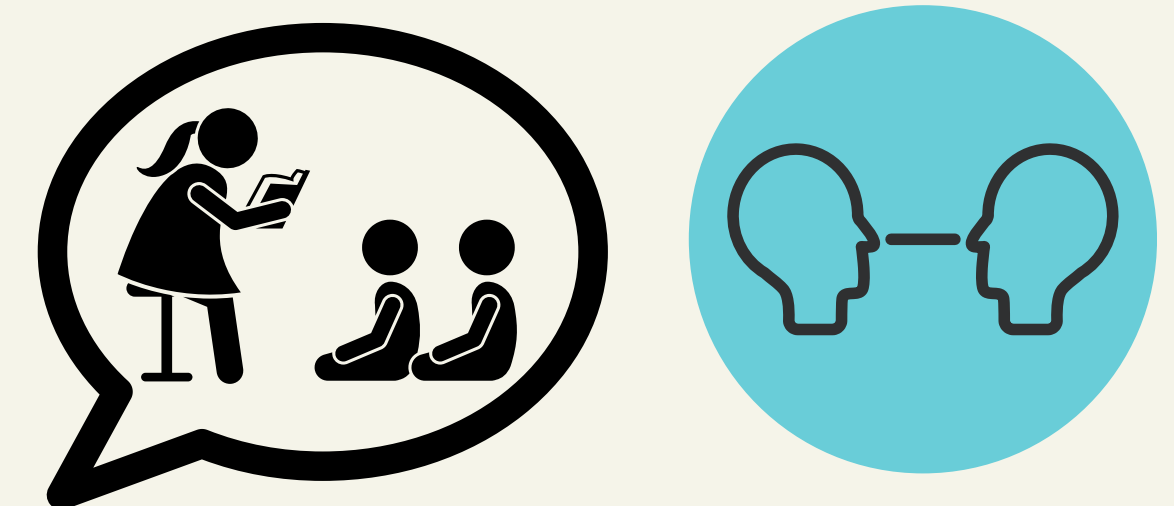
What's Your Vision Story?



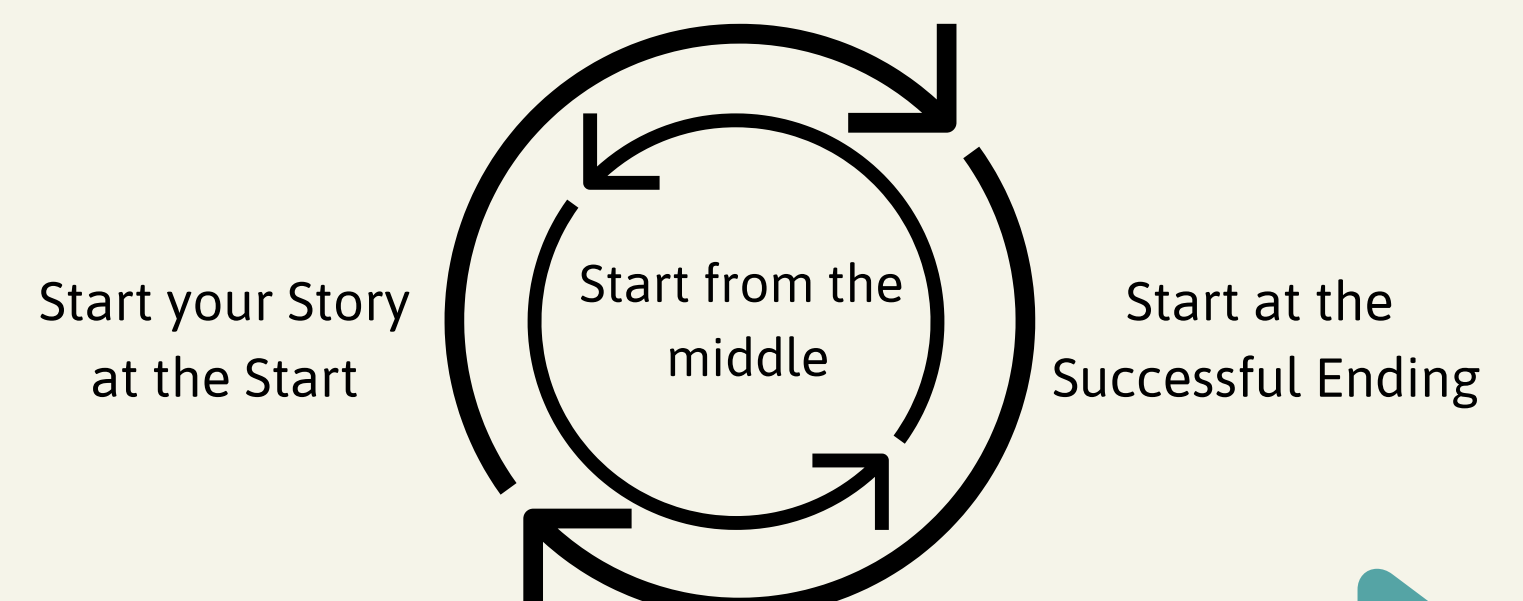
Create your idea, define the hero and who they are - what is the challenge? Build an Arc from Start to Finish. Why this story, what will the audience learn? Your story needs to be compelling.

How to Engage your Audience?

2



What is your Story Method?

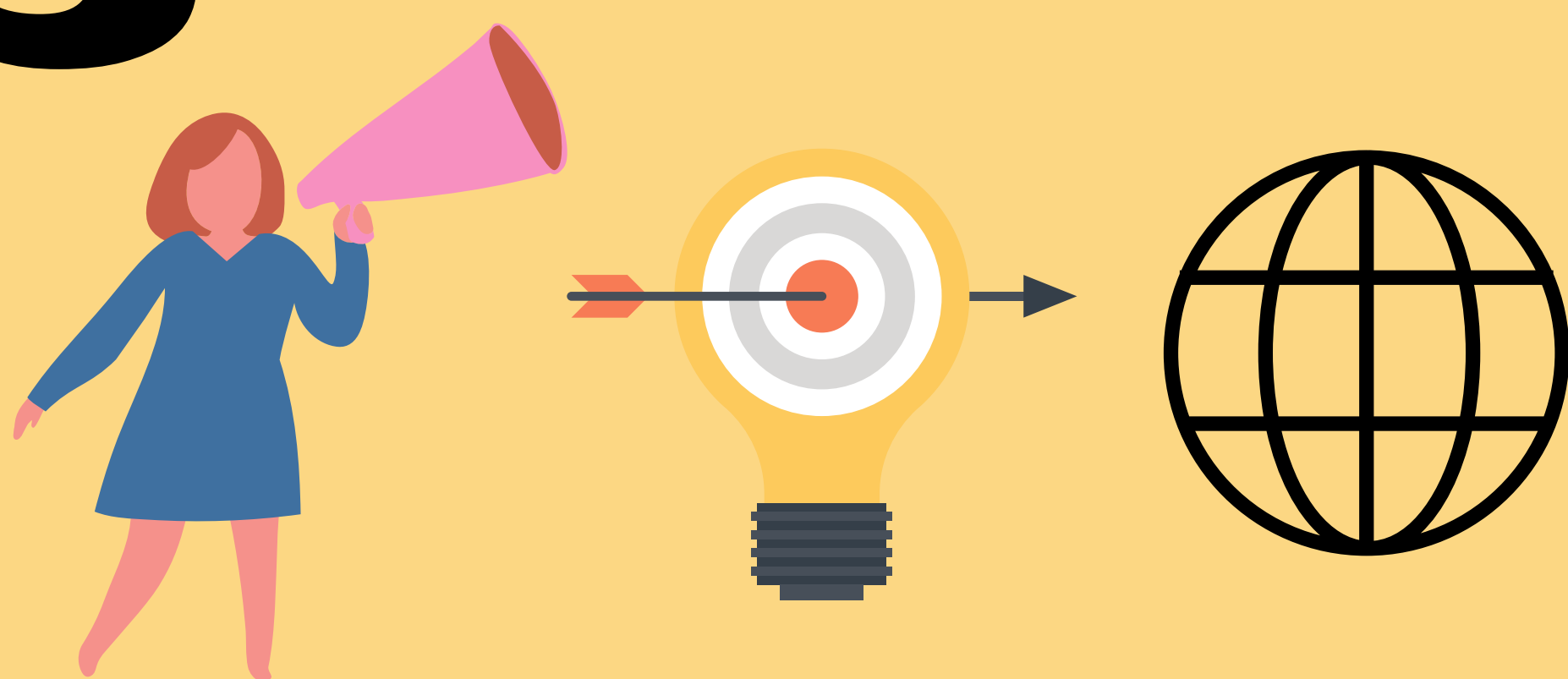


What is your Story Timeline? →

Provide a Goal, Call to Action, and data to back up your ask to your story. Define the format (backstory or interview), method (live or animated), and the direction (will it begin at the start or the end)?

How to Create great Content?

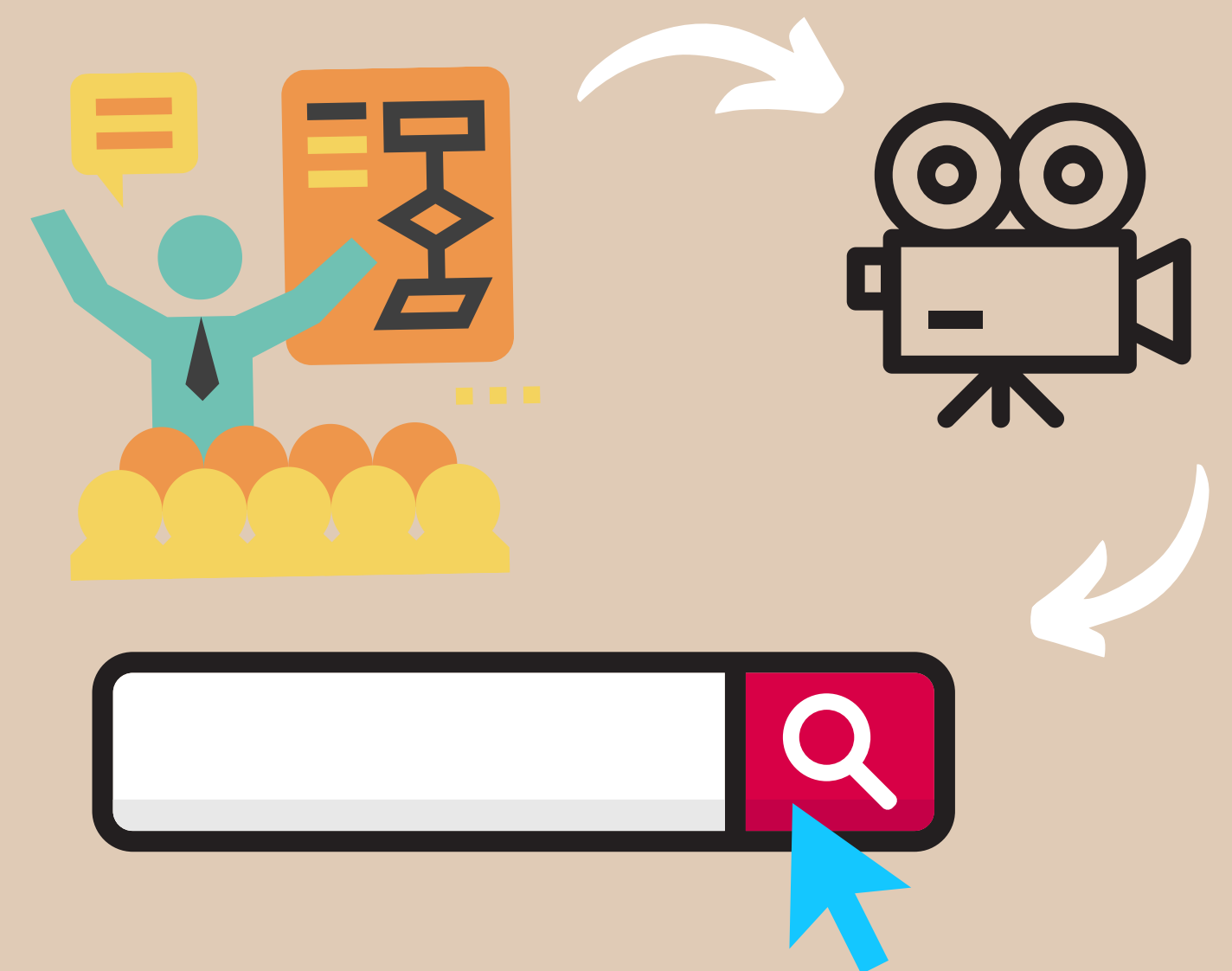
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Define what you need to bring the Story to life. Make sure your story is clear and understandable. Be clear about the vision and 'ask' to your audience. Your goal is that anyone should be able to state your key point when you are done.

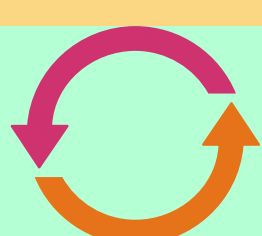
How to Distribute for Impact?

4



Get ready to Share the Story and Vision. Think about the forum, will you use visuals or props? Edit for good pacing and to keep your audience engaged. Will you record and republish for viewing later? Make sure your choices fit your audience and the topic.

Rinse and Repeat



5 Now you have shared your Story and Vision. Congrats!. But wait - there's more! Check for audience understanding and reaction (ask them).

Get feedback. Review & improve.

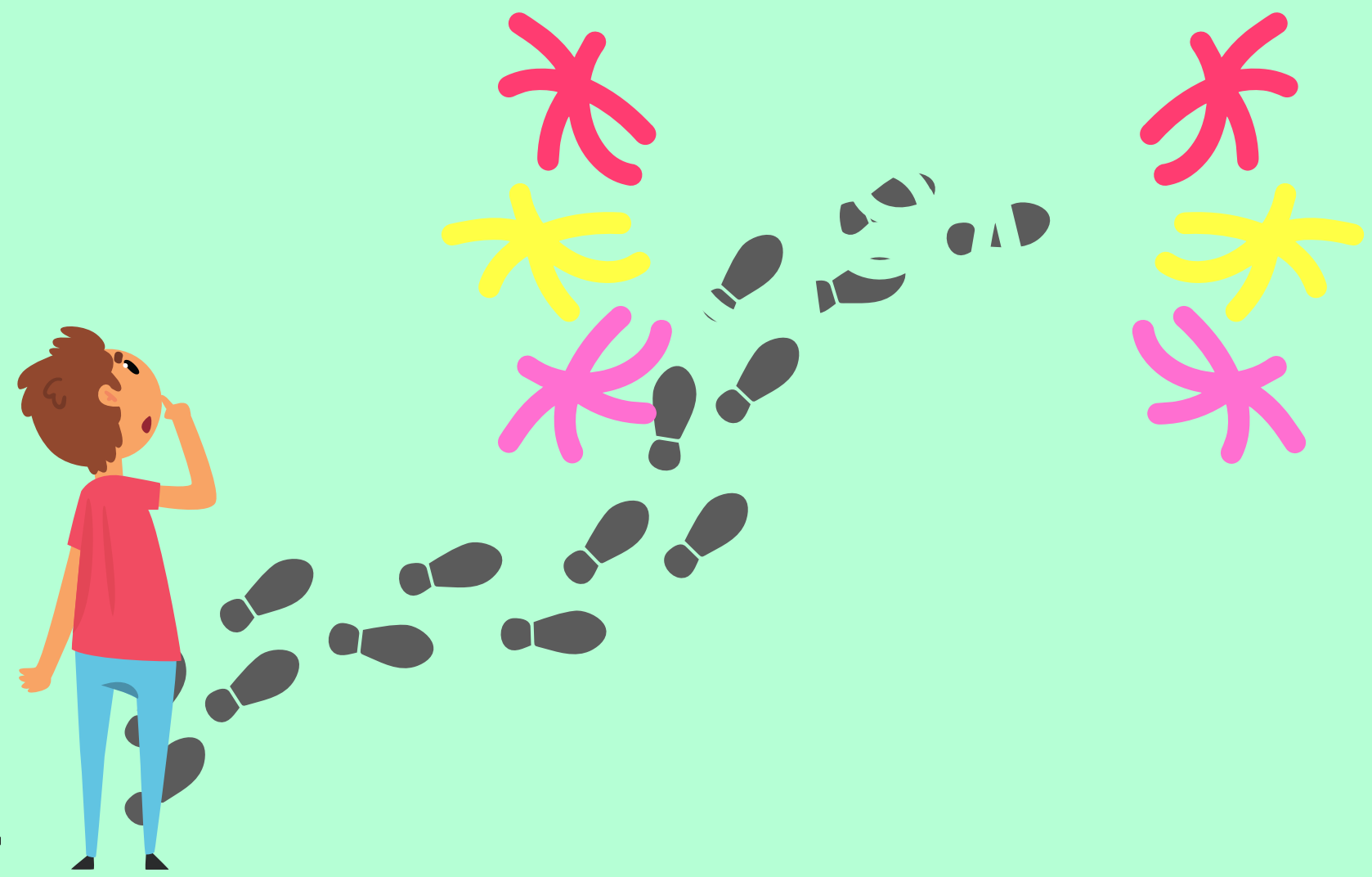
SHARE YOUR VISION WITH A STORY



Define the Hero

Start by defining the Hero of your story.

The Hero helps you audience invest in your vision and feel the ups and downs of the journey. This will help you to frame the message, the call to action, and the desired result. Bring your Hero to life with details even if you don't use it all, it will help your story building and vision sharing.



WHO IS YOUR HERO? DRAW A PICTURE IN WORDS.
NAME YOUR HERO:

WHAT MAKES *THIS* ROLE YOUR HERO?

Audience - who is your story for?

Accountable - who is the key actor to defining, doing, or approving?

Informed - who has skills and understanding based on their role?

Challenges- what issues may be encountered?
How will they be overcome?

Motivation - who is driven to succeed? (Note: impact vs motivation are not the same)

WHAT IS THEIR BACKSTORY?

HOW WILL THE HERO BE IMPACTED BY SUCCESS?



MAKE YOUR STORY BOARD

STORY TITLE

WRITE IT OUT

In the boxes below, share your story! Imagine your not giving a speech or powerpoint presentation, but telling a story. Start a draft story imagining that you are creating a fairytale. Then re-write the story again, but this time using the Call to Action and Outcomes you want to share. Note where data or details are needed.

ONCE THERE WAS A HERO

AND THEY WANTED...

BUT THERE WAS A CHALLENGE...

TO OVERCOME THE HERO HAD TO...

AND TOGETHER WITH COLLEAGUES

THEY REALIZED THE DREAM...

WHICH TRANSFORMED