

## Story Starter Worksheet

### A. Stories are about change.

- All stories document change. You change the way you think, or do something, or how you think and function.
- If nothing changes – if you don't learn something or do something in a new way – you have an anecdote. And those are great for dinner conversation, but not good for what you're wanting to do.

***But it can be hard to get there from scratch. So we like to start with a brainstorming exercise to help you tap into your memory more meaningfully.***

### B. Great stories often answer ONE of the following questions:

- What do you know that most people don't know because they don't have your job?
- What was a time you failed or messed up big?
- When was a time you learned a big lesson?
- When was a time you changed your mind about a person or idea or project?
- When was a time someone came to your rescue?
- What's something about you or your job people might find surprising?

### C. Great stories answer a lot of questions:

- Who you are/want to be to this audience? What is your image? What tone or kind of story would suit this occasion?
- What is the story's point or lesson or take-away?
- How are you different now than when the story started?
- Where does everything happen? What does it look like? Who is there with you?

### D. Things to consider:

- Limit stories to 8-10-minutes to maintain audience's attention.
- Focus the purpose and content of your story.
  - It should NOT be a life story
  - It should NOT be a career day story.
  - It should NOT be an accounting of everything that happened.
- You do not owe the audience the WHOLE story/truth.
- You owe the audience just enough so they can follow the narrative.