

Telling Your Story

How to Tell a Story

1. Set up the high-stakes situation.

2. Know what your main character wants.

3. Make the audience care.

4. Describe a “Wow!” moment that changed how you thought, felt, or functioned.
(Find this 1st.)

5. How does the story help the audience?
(Find this 2nd.)

How to Find a #4, “Wow!” Moment

1. Remember a turning point, a learning moment, or eye-opener in your life or career
2. What was the revelation, caution, or clarification?
3. *What was said or revealed? That is #4, “Wow!”*
4. Can it motivate or help others? Clarify perspective? Improve relationships? That is #5.

DIRECTIVE STATEMENTS™ (*non-question questions*)

- ◆ **Person A:** Share one idea or concern on your mind today.
(*professional/personal*)
- ◆ **Person B:** Tell *Person A* what you heard. **THEN,**
ask a *non-question question* to learn more.
- ◆ **Person A:** Share a little more detail.
- ◆ **Person B:** Appreciate *Person A's* perspective
- ◆ **Person A:** *Thank Person B for asking or listening!*

Switch Roles

Ask a question without a question mark:

- ◆ Tell me ... _____
- ◆ Help me see ... _____
- ◆ Walk me through ... _____
- ◆ Paint the picture ... _____
- ◆ Define for me ... _____
- ◆ Share with me ... _____
- ◆ Guide me through ... _____
- ◆ Describe ... _____
- ◆ Explain ... _____
- ◆ Point out ... _____
- ◆ Elaborate ... _____
- ◆ Clarify ... _____
- ◆ Outline ... _____
- ◆ Correct ... _____
- ◆ or: Expand for me ... Summarize for me ... Educate me ... List ... Detail ... MORE.