

Step 1

Choosing your story

Directions

Start with an initial idea.

1 Think about a story you need to tell in a more powerful way. **Which type of story is it? Choose one story type:** The story of me, the story of us, the story of an idea, or the story of results.

2 Once you've chosen the type of story you need to tell, **add some quick notes about the topic of your story.** What's your story about, specifically? Get these early outlines on paper.

The story of me

Choose this type of story if you want to tell the world about yourself and your personal journey as a leader.

The story of us

Choose this type of story if you want to talk about why your organization, brand, or team is unique.

The story of an idea

Choose this type of story if you want to explore the ideas that drive you and your work.

The story of results

Choose this type of story if you want to share how your work is making an impact in the world.
