

# USING STORYTELLING TO CLARIFY AND AMPLIFY YOUR MISSION

## STORYTELLING CONTEXT

Public Speaking + Storytelling + Emotional Intelligence = Effective Communication

## STORYTELLING FOUNDATIONS

In order to tell powerful stories, we need to tell powerful stories about ourselves TO ourselves.

## STORYTELLING STRATEGIES

In order to tell powerful stories, we need to find the commonplace between us and our audience.

## STORYTELLING STRUCTURES

In order to tell powerful stories, we get to use the 6S Storytelling structure: Spine, Setting, Struggle, Snap, Shift, Success.

## STORYTELLING REQUIRES...

In order to share stories, we need the courage to speak them up!