

What is it about stories? . . . Information to inspiration

- We are hard wired for stories
- Stories engage people
- Claims→ Facts→ Stories

How to tell accomplishment stories

- Beginning of the story (focus on what)
 - ☞ Set the scene *Context*
 - ☞ What started it all? *Trigger*
 - ☞ What was your plan? *Commit*
- Middle of the story (focus on how) -----
 - ☞ What wasn't anticipated? How did you adapt? *Act*
- End of the story (focus on the what) -----
 - ☞ Who benefited? How much? *Result*

Polishing your stories

- Be specific about what you have done
- Say how you did it
- Include what went wrong . . . and how you recovered

Telling Stories bottom line

- Pick something that was satisfying
- Claim (off-putting), Fact (boring), Story (captivating)
- Details make the story
- Don't forget what went wrong
- Practice

If you want to start thinking about this In advance, you can listen to 5-minute podcasts on telling stories at www.bit.ly/TPOY-Stories.

If you might be interested in a stories seminar or other future no-fee talks, please see this brief survey: www.bit.ly/WS-poll-2020-04.

Win Sheffield is a career coach in private practice in New York specializing in career transitions. He has a coaching practice, serving individuals in managing their careers and would like to speak to your organization on career issues. To listen to ***The Power of You microcasts*** or for information on ***future talks*** please sign up at his website or write to WinSheffield@WinSheffield.com.

