

# Using story to share your purpose

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# Agenda

- 1 Recognizing the power of story
- 2 Applying a framework for storytelling
- 3 Transforming your story for unique audiences

Why can some folks fully  
engage their audience,  
while others cannot?



Meaning.

“While **storytelling** has become an important strategy for organizations, it’s not an easy thing to do.”

- Mad Marketer, Brooke Neuman

You have spent your  
whole life honing your  
storytelling skills.

# 7 tips for building and sharing memorable stories





**Listener**

# My audience...

Who are they?

What do you think they already know about the topic?

**What do you know they know for sure?**

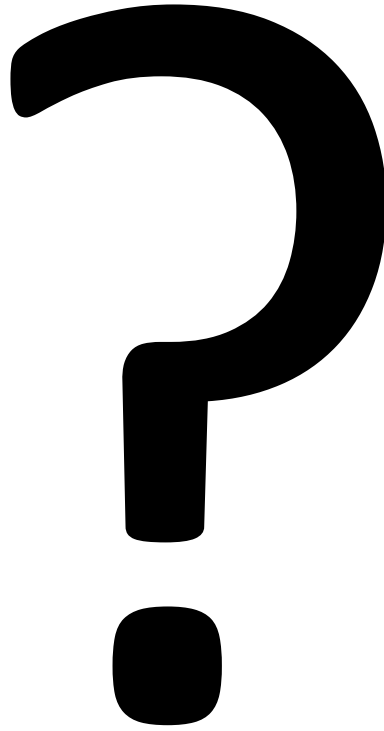
Why is this topic important to them? Why should they care about it?



# My audience...

What do you want them to do as a result of hearing your story?

What do you want them to feel?



# 5 W's & 9 Whys

1. Who

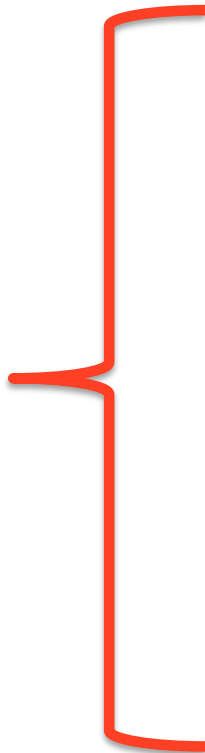
2. What

3. When

4. Where

**5. Why**

+1 HOW



1. Why is this important?

2. Why?

3. Why?

4. Why?

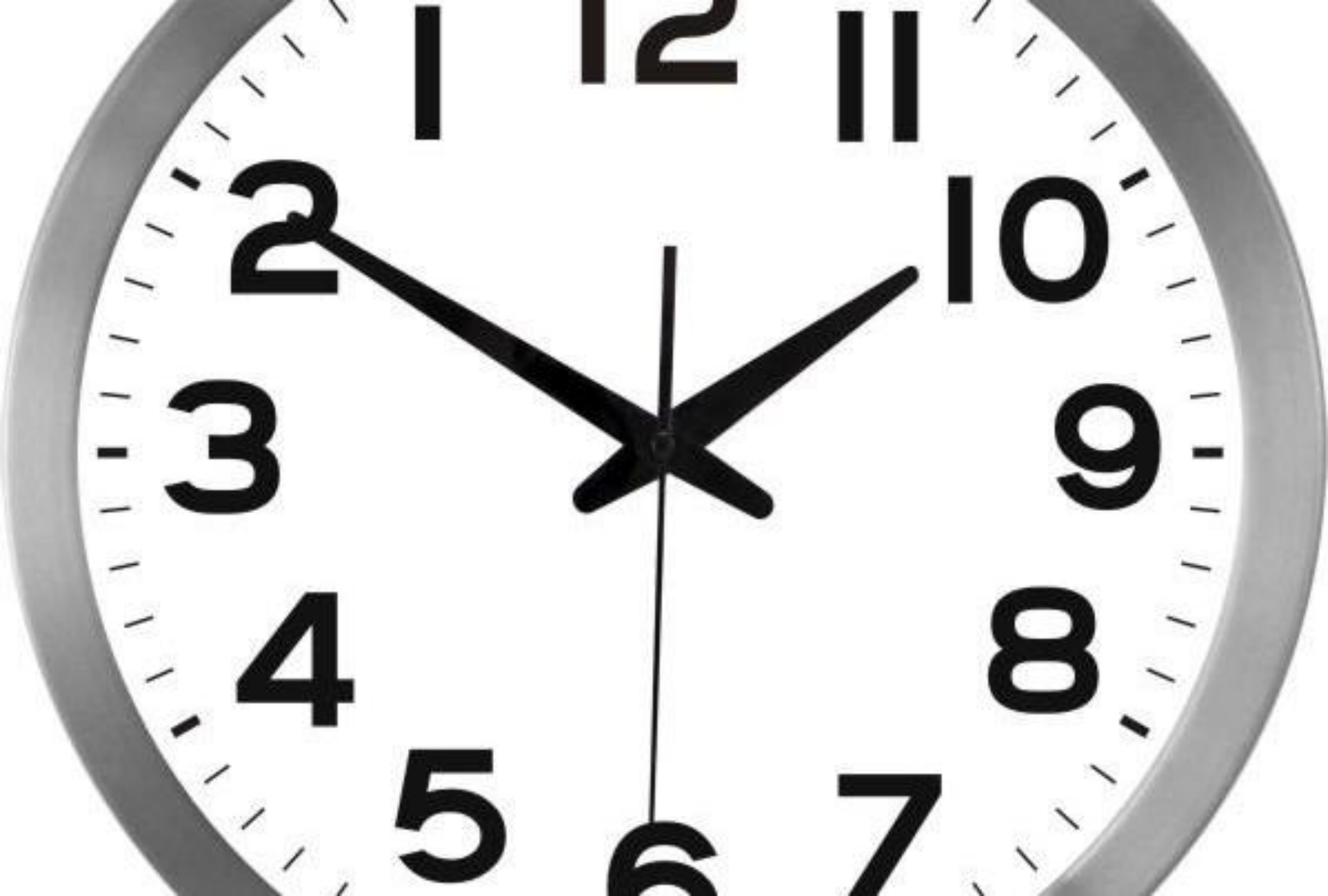
5. Why?

6. Why?

7. Why?

8. Why?

9. Why?



# You can decide on the beginning, middle and end

1. An opening that piques curiosity
2. A middle with intrigue – metaphors, obstacles, twists or struggles
3. An ending that begins with a callback
4. An ending that motivates into action





# Freefall topics

1. Last show or movie you watched.
  - Last night I...
2. Why you enjoy attending this conference.
  - I come to APHAA in Banff because...
3. What's under your bed right now.
  - If you were to walk into my room right now...
4. Your last grocery store experience.
  - So there I am in aisle 4...







# My audience...

Who are they?

What do you think they already know about the topic?

**What do you know they know for sure?**

Why is this topic important to them? Why should they care about it?

What do they need help with to understand or connect with your topic?

**What do you want them to do as a result of hearing your story?**

# Thank you.

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