

Toolkit Title

Tell Your Story Strategically

Purpose of Toolkit

Your vision can be communicated using strategic story telling. Vision sharing is getting buy in from the audience (the hero!). When building emotional connection with people. When sharing a particular topic/subject during meetings, presentations and conversations to increase trust; inspire change; motivate, engage or influence others.

Toolkit Methodology and Application

See toolkit appended/ below

Case Study or Example

See toolkit appended/ below

Acknowledgements and Sources

See toolkit appended/ below

Toolkit Category

Organisation Development

Keywords

Organisation Development, Storytelling, Intrapersonal, Interpersonal

Name and Email of Project Contact Person(s)

Name: Organisation Development Unit

Email: ttsh_organisationdevelopment@ttsh.com.sg

TELL YOUR STORY STRATEGICALLY

#advanced #intrapersonal #interpersonal #team #system

Your vision can be communicated using strategic story telling. Vision sharing is getting buy in from the audience (the hero!).

7 ELEMENTS OF STORY

1. HERO + WANT (Audience!)
2. PROBLEM
3. GUIDE (Speaker!) - Empathy
- Authority
4. PLAN Step by Step
5. CALL TO ACTION Request
Offer
6. FAILURE
7. SUCCESS

There are **HEROs** (in your team) who **WANTS** something but has to overcome a **PROBLEM** to get it.

They meet a **GUIDE (YOU)** with empathy to care for their plight and authority to do something about it

The GUIDE then gives the HEROS a **PLAN** with an immediate **CALL TO ACTION**.

Following this plan allows the HEROS to go through **FAILURE** and find **SUCCESS**.

TELL YOUR STORY STRATEGICALLY

When to use: When building emotional connection with people. When sharing a particular topic/subject during meetings, presentations and conversations to increase trust; inspire change; motivate, engage or influence others

How to use:

1. The HERO in the story is not YOU. YOU are the GUIDE in the story and YOU want to solve the team's/HERO's WANTS, PROBLEMS, and the picture of SUCCESS is the focus of the story.
 2. Help the people in your team to understand your role as the GUIDE. Have everyone to spend time individually writing their own post-it answers to:
 - a. What does the team/HERO want?
 - b. What are the problems?
 - c. What does success look like?
 - d. What can you (the GUIDE) do to help them?
 3. Invite people in your team to share their post-it answers. Include your post-it answers (as a GUIDE) as you are part of the team.
 4. Cluster similar post-its with similar themes in each row. Take in different perspectives by having them to vote if there are contrasting themes in a row.
 5. VOILA! You have the team's story now. Go through the team's story together.
- For more information, see Sharing your vision (Card 8).