



NA-YGN & WiN-Canada
Tell Your Own Story Workshop
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Stories

- Why you need them
- What makes a great story
- Share some stories
- How to develop your own



Stories – Why You Need Them

- Connect
- Engage
- Inspire
- Articulate



Great Stories

Great stories are not lists

...something happens

...the listener is engaged

...people remember

...they live on





Share Some Stories

Get comfortable...



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How To Develop Your Own

- Don't fixate on a GREAT story
- Audience
- STAR
- Storyboard
- 5 W's and H
- Practice



Audience

- Pause
- Think about the listener
- Put yourself in his/her mindset
- Choose the **right** story

Remember your objective



STAR

- Situation
- Task
- Action
- Result



Storyboard

- Beginning: set the stage
- Middle: something happens
- End: conclude



5 W's and H

- Who
- What
- Where
- When
- Why
- How



Practice

- Practice
- Edit/Tweak
- Make it authentic – to you and the listener



Questions



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Thank you for your attention.

Now share your stories