

BUILDING A STORY OF SELF

PREPARATION

Who is your audience?

CALL TO ACTION | What do you want them to do after hearing your story?

THEIR VALUES | What do they care about most? *The intersection is your shared values.* **YOUR VALUES** | What do you care about most?

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BUILD YOUR STORY

Choose the part of your story that best achieves the above.
(Story of YOU; Story of US)

FOCUS

Tell the story so the shared value is highlighted.

VALUE

Describe what you had to deal with or overcome.

CHALLENGE

Empty text area for the CHALLENGE section.

What choice did you make?

CLIMAX

Empty text area for the CLIMAX section.

Describe the resolution.

OUTCOME

Empty text area for the OUTCOME section.

What is your Call To Action? (Story of ACTION)

ACTION

Empty text area for the ACTION section.