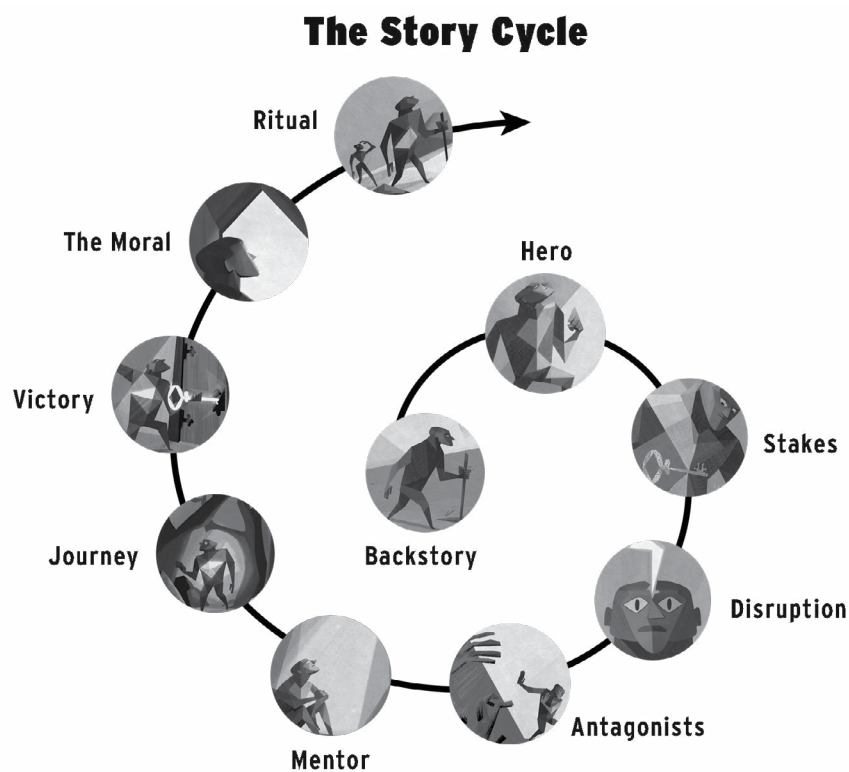


WHAT'S YOUR STORY?



Storytelling has been saving people from sabertooth tigers since before the dawn of civilization. Today, compelling stories help people make sense of their lives and propel them into action. Use this 10-step guide to craft your narrative, and then start nudging the world in any direction you choose with the one true superpower we all possess - storytelling.

Where in the world have you been?



All epic journeys begin in an interesting setting. In your backstory, describe where you have been, where you are now, and where you want to go. Set the stage for your story, and start with the end in mind.

Who's your hero?



Describe the main character in your story: You! And it's okay to be vulnerable. Audiences love an underdog - a "reluctant hero" - who is thrust into action by outside influences, or something you caused to happen.

What's at stake?



What do you want to achieve in this story? It must be meaningful enough to drive you, against all odds, in pursuit of success.

Call to adventure.



An “inciting incident” is an action, either self-imposed or triggered by outside forces that has turned your life upside down and caused you to take action. Define that moment that propelled you into action.

Villains, fog and crevasses.



Who and what are the antagonists and obstacles that stand in the way of you achieving your goal? This can be a person, place, or thing, and there are often more than one. Don't forget about your own self-doubts, fears and other internal demons.

Enter the mentor.



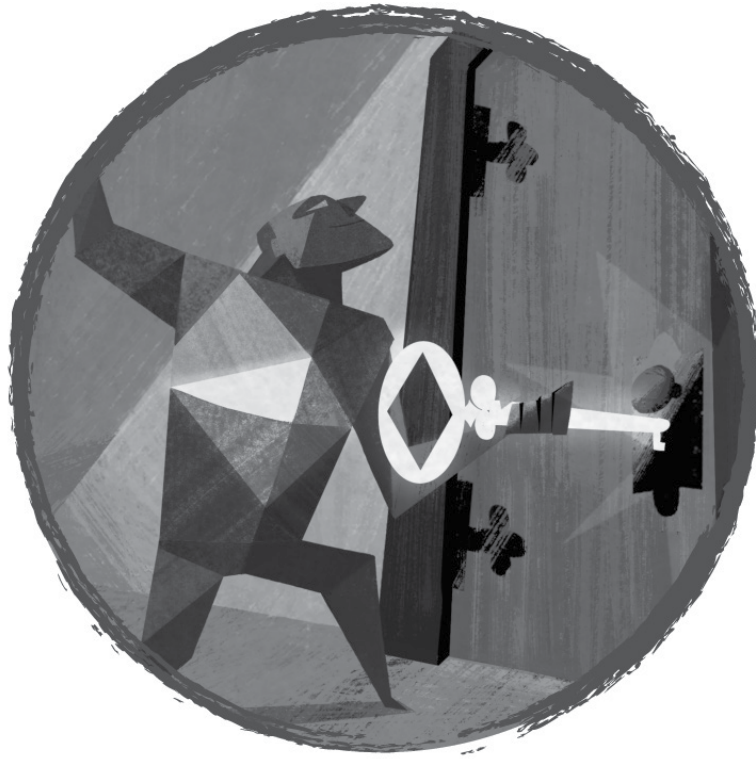
Every hero has a mentor who provides a special gift through wisdom, experience and often a tool or resource that makes success possible. Who has been there for you, and how have they helped you along the way?

The road of trials.



Right when you're on the cusp of victory, something always seems to go wrong. As they say, "If you haven't been through something tough, you don't have what it takes to be a hero." What happens that makes your quest even more difficult, and your victory even sweeter?

Victory is at hand!



In the face of overwhelming odds, what did you overcome to achieve your initial success? What does that success look like, and how does it make you feel?

The moral of your story.



Reveal the universal truth found in your story that anchors your audience by connecting their values with yours. What is the moral of your story?

To be continued...



What is the sequel to your story? How do you want your audience to join you in the next virtuous cycle of their journey and yours? What will you ask them to do next as your story unfolds?



For more than 30 years, Park Howell has helped companies and organizations experience epic growth through the power of story to define their brands and connect with customers. He works with business leaders and communicators to advance their personal and professional quests further, faster by aligning their leadership, brand, employee, stakeholder and customer stories to drive business results.

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of story™**

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