



You have a story

We are all 'hard-wired' for STORY - for telling stories and also for listening to and getting information from them. It is part of how the human brain functions - an essential tool in our survival kit!

What many organisations don't realise is that their STORY has real **value** as a way to connect to their stake-holders. Your STORY is part of your USP. You may have a product or a service that is similar to other offerings out there - but *your* story of how you got there is always **unique**. So use it to connect to people - to **engage** their attention, **inspire** them, and to be **remembered**!

How do I find my story?

Start at the **beginning** and explore your **ORIGIN MOMENTS**:

- Where did the idea come from, how did it emerge?
- Locate the key moments where something happened that set you on this journey
- Be very specific - the details will paint pictures and be much more interesting and engaging
- Look at how you can turn these moments into simple STORIES
- Share a story with someone and ask - **what lands with you or what do you learn from this story?** This will give you a clue as to how and when you might use it

In these story moments of decision, realisation and change, will be the **essence** of what you have achieved - they will capture the **passion**, the **energy** and the **inspiration** at the heart of your venture. Different stories will work for different audiences and different occasions. Start to identify what different stories can do.

Start to discover more about them, by telling them...



Article

with



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