

Courageous Leadership Training: Storytelling



My Golden Rules

- 1) Trust the Process
- 2) Tune in and Listen
- 3) Be ALL in!
- 4) Connect
- 5) Take courageous action
- 6) Believe
- 7) This is a sacred space



**“Those who tell the
stories rule the world!”**

Native American Proverb

HOW STORYTELLING AFFECTS THE BRAIN

NEURAL COUPLING

A story activates parts in the brain that allows the listener to turn the story in to their own ideas and experience thanks to a process called neural coupling.

MIRRORING

Listeners will not only experience the similar brain activity to each other, but also to the speaker.



DOPAMINE

The brain releases dopamine into the system when it experiences an emotionally-charged event, making it easier to remember and with greater accuracy.

CORTEX ACTIVITY

When processing facts, two areas of the brain are activated (Broca's and Wernicke's area). A well-told story can engage many additional areas, including the motor cortex, sensory cortex and frontal cortex.

Why Storytelling in Business?

- 1) Builds Connection
- 2) Creates Credibility
- 3) Shows YOU GET IT!
- 4) Proves it is doable
- 5) Makes you REAL!
- 6) Piques Interest and holds attention
- 7) Gets people FEELING
- 8) Brings Energy to Message
- 9) Inspires Action

The Story Blueprint

- 1) Where I am now
- 2) The Breakdown
- 3) The Breakthrough
- 4) Lessons Learned
- 5) My WHY
- 6) Bring it all back to them









Common Story Mistakes

- 1) Making it TOO complicated
- 2) Giving a timeline
- 3) Making it all about YOU
- 4) Telling it rather than SHOWING it
- 5) Not connecting the dots in a concise way
- 6) Thinking your story isn't important

Common Fears Around Storytelling

- 1) You don't want to throw anyone under the bus
- 2) How much is TMI?
- 3) What will people think if I get vulnerable
- 4) I can't share THAT!
- 5) My story has NOTHING to do with my business

Courage to Tell Your Story

What are your FEARS around telling your story?

What is your big WHY for telling your story?

Courageously Speaking

- 1) **WHY speak up? Make your WHY bigger than your fear!**
- 2) Take your ego out of the equation: make it about THEM not you
- 3) Get real about fear (nickname)
- 4) Do a pre-speech routine

Your Courageous Story Bank

- Story + Lesson + How to use it in their life
- 1) Keep a Story Journal/Log
 - 2) Share your story in the moment
***These are the stories they can share in the Courage Circles... Courage to...

Types of Stories

Brand Story

Success Story

Fired UP Story

Big Mistake

The Struggle Is Real

Founding Stories

I have a dream...

Make them Laugh

Keep Them Guessing

Quirky Stories

Celebration Story

Been There Done It

Daily Life Lessons

Behind the Scenes

Motivate & Inspire

Your Story + Marketing

- ✧ About Page
- ✧ Blog Posts
- ✧ Interviews
- ✧ Sales Conversations + Sales Pages
- ✧ Videos
- ✧ Programs
- ✧ Coaching
- ✧ Speaking



Story Sessions