

“Storytelling is the most powerful way to put ideas into the world today.”

— Robert McKee

Structuring a Story for Impact

The Essential Elements of a Compelling Story: Combine the findings from your “Why” and Story Mapping exercise into a story of impact.

Hook: How do you immediately draw the listener in?

Journey: What challenge, conflict, or turning point drives the story?

Lesson: What should your audience take away?

Engagement Techniques to Consider

- Emotion, imagery, and sensory details
- Keeping it conversational and authentic
- The power of vulnerability: Finding strength in sharing your truth

“There is no greater agony than bearing an untold story inside you.”

— Maya Angelou