

How to Uncover & Own Your Authentic Story

(and how it impacts your success)



Table of Contents

Introduction

Module 1: Your Backstory

Module 2: Defining Moments and Turning Points

Module 3: Mentors and Messengers

Module 4: Your Take on Life

Module 5: Stories for Your Organization

Epilogue



Module 3: Stories for Your Organization

Evaluate yourself (unsparingly)... as a storyteller.
– Tom Peters

Years ago, I worked with a colorful non-profit leader named Jane McIntyre. She was small in stature, red-headed, and full of fire. She had restored more than one failing agency to good standing within the community. In large part, she did it through storytelling.

Your Leadership Story(ies)

One of the defining stories Jane shared was her battle with cancer when she was in her twenties. She said that the disease forced her to grow up and she never took one day for granted afterward.

People trusted Jane because they connected with her story. I remember her saying, “You can’t be idle through the tough times. One day you look up and say, ‘It’s time to go to work.’”

Name one of the experiences that is connected to the way you lead.



Your Company's Impact Story

Jane never hid from the press. She invited dialogue and was transparent about problems. But at the same time, she never stopped telling her organization's impact story.

For example, Jane appeared on a local talk show just after accepting the job of bringing a very large agency back from the edge. She answered every tough question to the best of her ability—but she had the last word by saying, “My focus going forward is [the organization's impact on the world]. It's time to get back to work.”

Make no mistake. Jane was not just hitting key messages for the media. She spoke about the organization's impact on the world with sincerity and commitment. She never faked it and people could tell.

What is your company's impact story? What does it allow people to do, be, overcome or manage?

Victory Stories

After you identify the impact that your company has on the community or world, provide a specific example.



Give an example of your team achieving a singular event as part of the company's purpose.

Victory Stories might also involve new clients and renewals; developments in the field; exciting initiatives; and solutions for the community, region and world.

Share the reason you are most excited about the company's future impact on the world.

What we do:



Bring It All Together

In order to (impact on the world):

A Victory Story:

Looking ahead:



Epilogue

Our goal with this series was to give you a strategic leap toward building your story library.

Going forward, look at the world through the eyes of a storyteller. The world will become more interesting, and so will you.

Use your stories to create genuine moments in the way you show up in our relationships. To have a greater sense of self. To build a better future.

CASTING TO THE FUTURE

In September of 1962, before President John F. Kennedy was killed, he gave what would become perhaps his most famous speech. He asked Congress for funding that would send an American to the moon before the decade was out.

To do that, he first shared a story from Irish author Frank O'Connor about a boy and his friends making their way across the countryside. When they came to an orchard wall that seemed too (vs to) high, they took off their caps and tossed them over the wall. Then they had no choice but the follow them, Kennedy said.

“This nation has tossed its cap over the wall of space, and we have no choice but to follow it. Whatever the difficulties in the space endeavor, with the help and support of all Americans, we will climb this wall and explore the wonders on the other side.” –John F. Kennedy

In July of 1969, we celebrated Apollo 11's landing on the moon and Neil Armstrong's first small step. Newspapers across the country ran this headline: “We Got Your Cap Back, Mr. President.”





Learn to tell your story as
your best, authentic self.

Reach out today.

We would love to hear
from you.

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