

**PART 1****FOUNDATION FOR STORY WORKING**

- Stories help you create emotion around an idea, influence people to take action, and build connection with audiences.
- Chemicals like dopamine and oxytocin are released in response to stories that not only connect us, but help us remember important information.
- Impact Stories are short, relevant stories that are useful in meetings, presentations and the stage.
- 5 Basic Story Types: Founding, Future, Who We Are, Overcoming Barrier and Success stories.

**PART 2****CRAFTING YOUR STORY**

- Harness the power of a story by asking yourself 4 key questions:
  - ▶ What does my audience need to **FEEL** to resonate with the story?
  - ▶ What does my audience need to **KNOW** to move them to action?
  - ▶ What do I want my audience to **DO** as a result of my story?
  - ▶ What do I want my audience to **TAKEAWAY** from my story?
- Define the Core Message of your story. Why are you telling it? What's the takeaway for your audience?
- Every great presentation follows a clear structure and flow. Moxie recommends Context, Action, Result.
  - ▶ Context sets the stage for your story.
  - ▶ Action contains your main ideas and has key elements like the conflict, challenging situations, and lesson learned.
  - ▶ Result should always have a bridge that connects the story and its lesson back to the audience.

**PART 3****WORKSHOP YOUR STORY**

- Drafting your story is a great start. How it sounds in your head or on paper, may not be how it sounds when you tell it. Practice telling your story more than once. Share it with a colleague or friend, ask them for feedback, and ensure you time it to be 3 minutes or less.

**TIPS FOR DELIVERING YOUR STORY**

- Tell stories from the present
- Emphasize words for impact
- Eye contact & facial expressions
- Use the power of pause
- Practice, practice, practice
- Use body language to act it out