1-0: IDENTIFY OBJECTIVES

Your story begins with reflecting on why you want to share your story. What is your end goal? Why do you feel called to share your story?

PERSONAL OBJECTIVES:
What would you like to gain from sharing your story?

KEY ACTION STATEMENT:
I WANT TO SHARE A STORY ABOUT...

BECAUSE I WANT TO...

STORYTELLING EXPERIENCE:
We all are storytellers. When was the last time you shared a story about the work you do?

THE BEST STORYTELLERS:
Who are the best storytellers you know and/or have heard? Why?
2-0: IDENTIFY YOUR AUDIENCE

Who is your audience? This question is crucial. You need to develop a deep sense of empathy for your audience in order to know who to best share a story with them.

WHAT ACTIONS DO I WANT THEM TO TAKE?

WHAT KEY WORDS/QUOTES WILL RESONATE WITH THEM?

WHO IS YOUR AUDIENCE?

WHAT THOUGHTS & BELIEFS WILL RESONATE WITH THEM?

WHAT EMOTIONS WILL MOVE THEM TO ACTION?
### KEY QUESTIONS

**CHALLENGE:** What is the challenge you are working to tackle? What is a personal challenge you have faced in this journey? How did it feel?

**CHOICE:** What are the choices you had to make in response to this challenge? What values and/or experiences helped you to overcome this challenge?

**CHANGE:** What happened as a result of your choices? What was the outcome? What lessons did you learn?

**CLOSING** How can others get involved? What is your final call to action/message?

### KEY MOMENTS

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