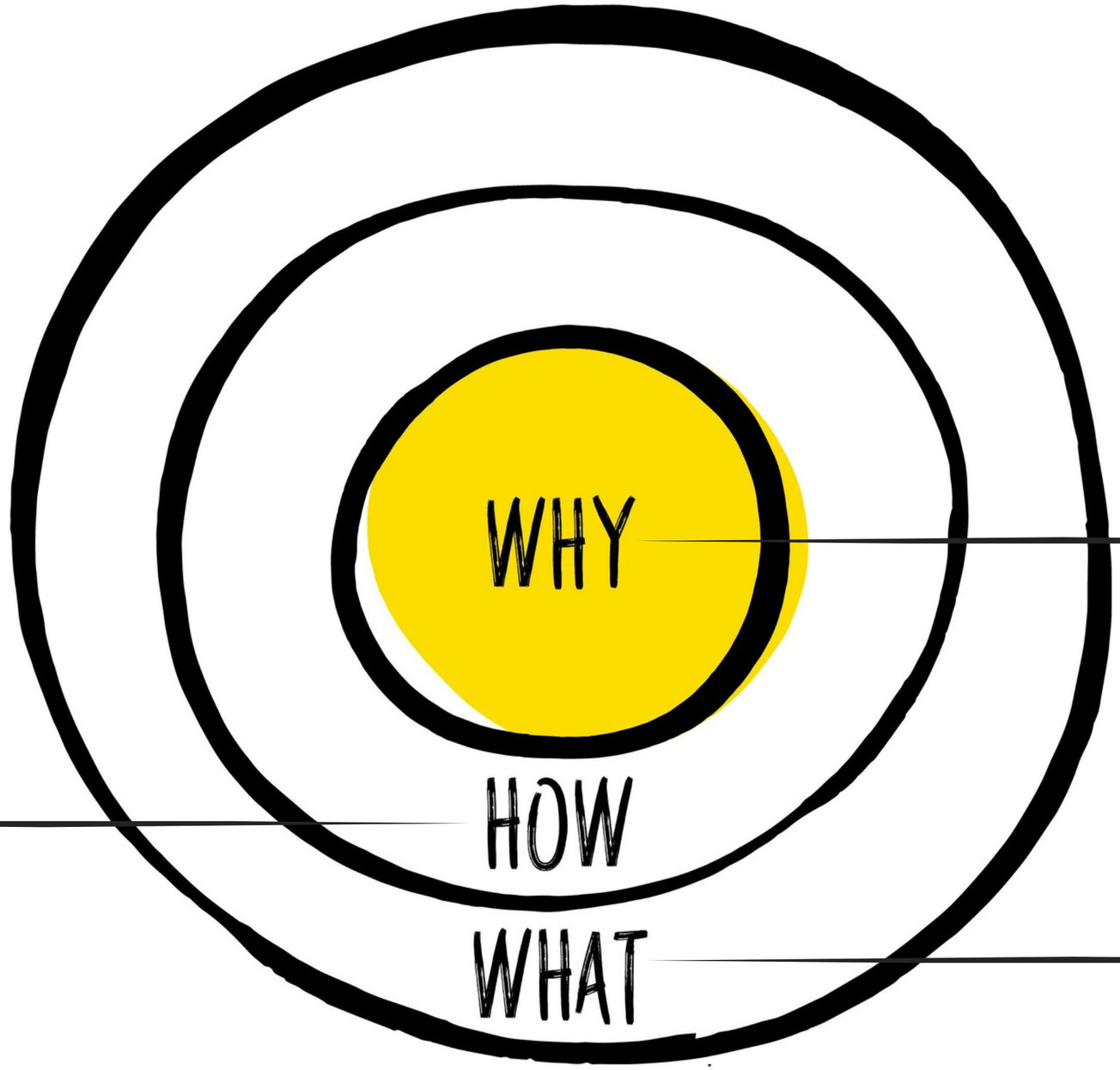
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Is your purpose
- Clarity
- Permanent

The Process
- Sets you apart
- Special
- Discipline

The Result
- Consistent
- Experimental

Storytelling Checklist



- Authentic: Should reflect values and be genuine.
- Vulnerability: Transparency, learnings, honesty.
- Clarity: Objective and focused.
- Personal: Share examples or anecdotes.
- Purposeful: It makes a difference in the world.
- Emotions: Includes passion when sharing.
- Inclusive language: Easy to digest, practical.
- Solutions: How your idea solves the problem.
- Backed up by actions: How your approach backs up what you are tying to accomplish.

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WRITE YOUR STORY:

So in summary, the flow should go: We believe [WHY]...we do it by [HOW]...therefore we created [WHAT]. Starting with the deeper emotional motivations and following the thread to the rational offerings.

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