

Why Tell Business Humaway™ Stories?

Stories are compelling

They are your differentiator....no one can tell YOUR story

We are evolutionarily wired for them

Stories create empathy and emotional resonance

They prompt questions

Stories beget stories

They honor the listener

They help manage others' expectations

Our oral traditions underlie our ability to motivate, inspire, engage and lead others

People make sense of them *their way*, not dictated by what *you* tell them to think

One Route Towards Finding Your Stories

Think about this. If I had be you for a day, what would I have to be able to do, and what would be my brand?

List one event that illustrates the brand claim and answer the following questions.

1. What happened?
2. When did it occur?
3. What were the circumstances?
4. What are the key details?
5. Who said what to whom?
6. What was the problem/solution?
7. What did you do?
8. What was the learning?

Put down notes. Write it out. Say it out loud. Listen to hear if it makes sense and hits your intention.

If you like it, then begin to build up your inventory of stories so you will be at the ready to brighten up a report, intrigue an interviewer, and excite a potential customer!