

DEVELOP YOUR STORY BANK

Many people want to tell better stories, they just aren't sure what stories they have within them. Answering these questions will allow this training to be even more valuable to you and to help arm you with the anecdotes and stories you may be able to use. Whether you are preparing for an upcoming sales call, presentation, or dinner conversation, answering these questions will help you begin finding the stories that will fill your "story bank."

To increase the VALUE of your "story bank," take time to look over these questions and those that you choose to answer, please do so completely. Short answers seldom spawn great stories!

Who is someone you would call a great storyteller?
(Steven Spielberg, Oprah, the person sitting next to you, your uncle at Thanksgiving, etc...)


What is it about them that makes you feel like they are a great storyteller?

Did you come here from another company in our industry? Why, of all your options, did you choose us?



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 **If someone asks you about your best day on the job, what happened that day?**

 **What about your company's work in the charitable space do you most remember? Describe how that charity work made you feel about yourself and your employer?**

 **Tell me about a fellow employee whose life and / or work inspires you *(Be specific)***



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 What is the greatest PROFESSIONAL benefit you've received from working here?

 What is the greatest PERSONAL benefit you've received from working here?

 If someone asked you to explain why an organization would benefit from doing business with your company, what would you say?



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 **What do you want people to remember about your time with the company?**

 **Describe a story or an interaction with one of your clients that impacted you and that you have shared with others.**

