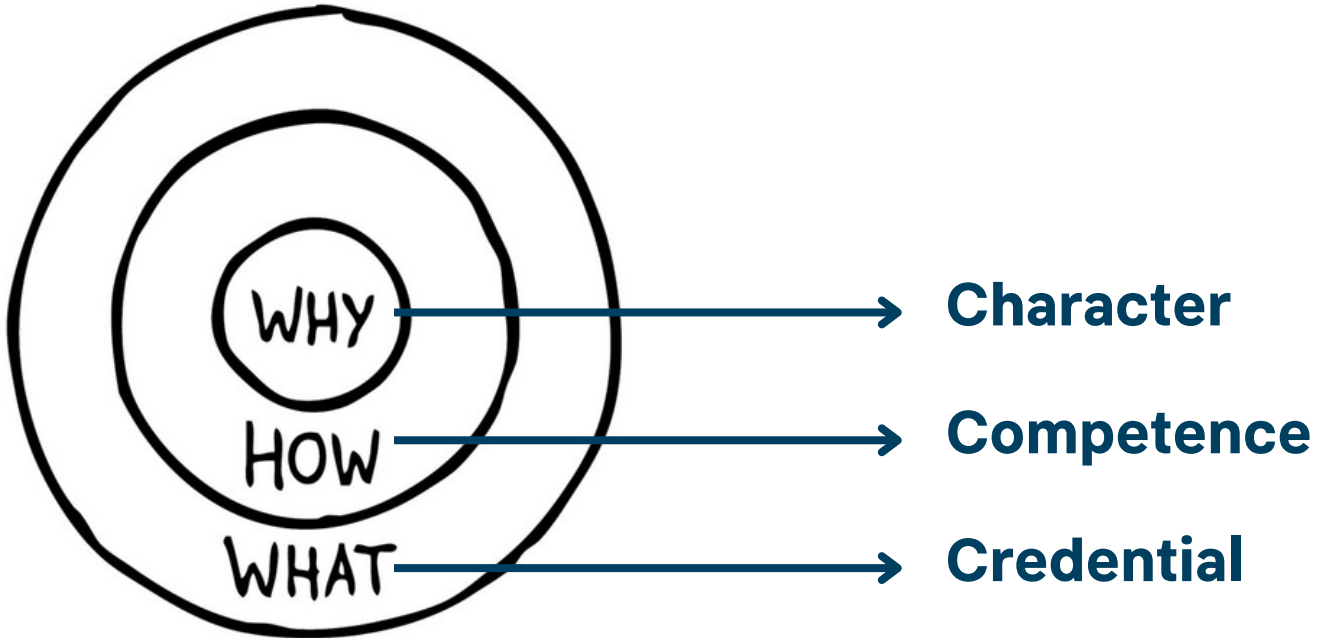


Story Mining

Start mining your stories today by reflecting on the following story-prompting questions. Write down as many answers as you can. You don't need to think about them too deeply. Just write what comes to mind and see what stories develop from there. Keep all of your answers in one place so that you can refer to them later for inspiration. We're happy to help you take your story to the next level — [drop us a line!](#)

1. If you could interview anyone, living or deceased, (but not well-known) who would it be and why?
2. What is one story your family likes to tell about you?
3. What was something you believed to be right for a long time, then discovered that it's wrong (or you changed your mind)?
4. Who has been very influential in your work life? How so?
5. What is one thing you have spent way too much (time, money, etc.) on, but have no regrets?
6. If you could double the space of one particular area in your house, which would it be and why?
7. How do you usually spend your Saturday mornings?
8. What was one thing from last year that you need more or less of this year and why?
9. What is one thing that most people don't know about you?
10. What is one of the best things you have done just because you were told you can't?
11. Think of yourself as your ten-years-younger self and complete this sentence, "I am most scared of..."
12. What would be the best possible future invention? It could be medical, political, financial, societal, or any other arena. Why?
13. What do you do when you are not working?
14. What was the single best investment (financial, educational, personal, etc.) you have ever made? How has this investment paid off?
15. If you had a time machine and could travel back to any period of time in the past, when would it be and why?
16. What is one thing from your professional life that you're very proud of, but have not listed on your resume/CV/LinkedIn/company profile?
17. What is one thing that people think that they know about you, but is not true?
18. What app/software/tool/gadget (besides your phone or computer) would you find difficult to live without? How would your life be different without it?
19. What is one thing you are very choosy about? It could be coffee, books, friends, anything. Why?
20. What is one path you did not travel? Why not?

Start With Character



©The Golden Circle concept was developed by Simon Sinek.

What will make you stand out in competitive situations? Start by listing your character. Then list your competencies and credentials.

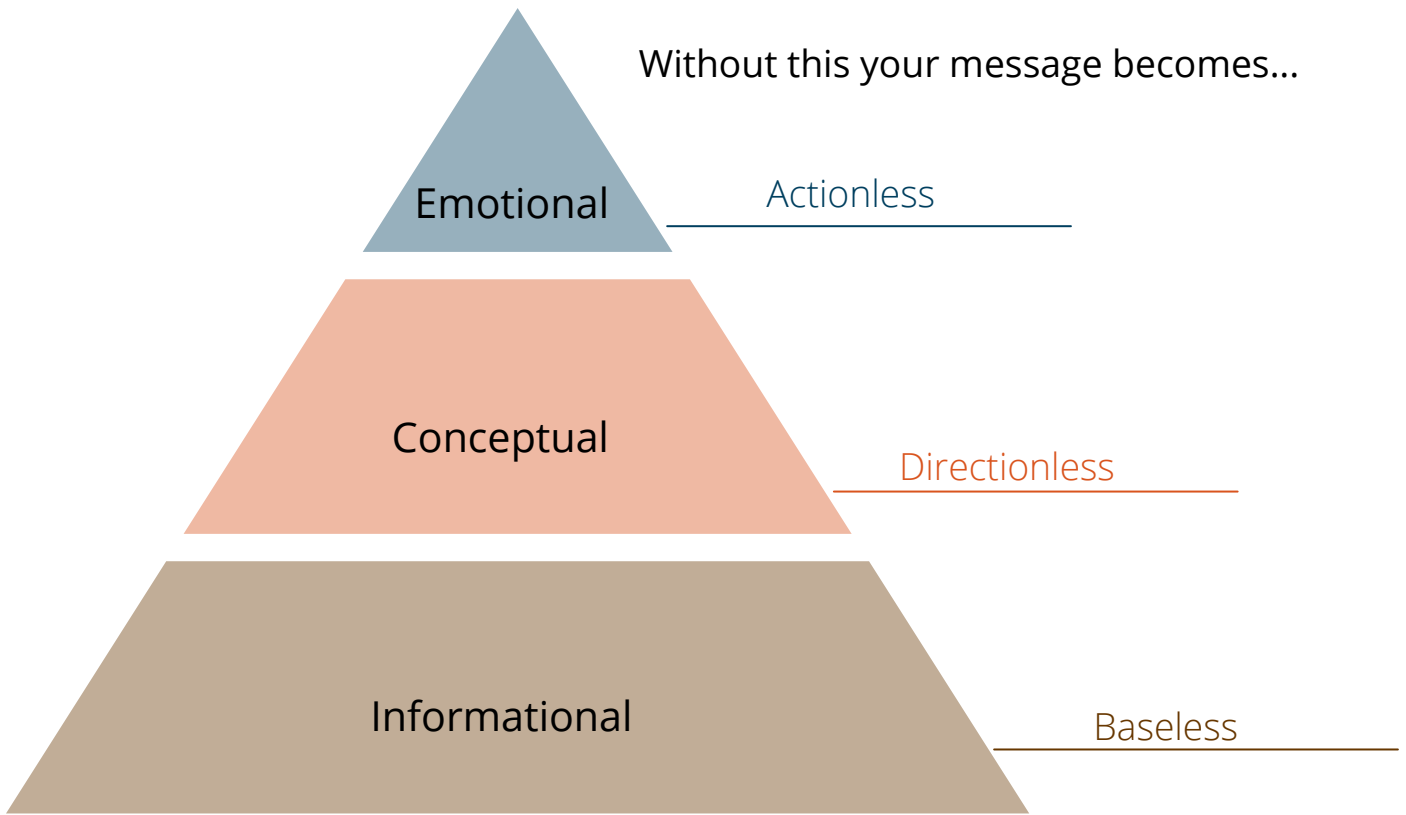
Character

Competencies

Credentials

3 Tenets of Persuasive Perfection

Without this your message becomes...



What are the three tenets of your persuasive story?

Emotional _____

Conceptual _____

Informational _____

Keep your leadership communication skills sharp!

Here are some more resources to continue learning:

STORY FACILITATOR CERTIFICATION

Help others be seen, heard and understood. Learn the tools that enable you to become a persuasive leader as well as coach clients, teams, and colleagues to share their stories. Through an interactive, high touch learning environment with real time practice, master how to teach and build a storytelling culture in your organization. Become a Certified Story Facilitator!

STORY LAB

Learn the fundamental storytelling framework, test new ideas and receive constructive feedback at an upcoming Story Lab! This complimentary virtual small group coaching session is a great way to practice in a safe environment and ask questions about applying leadership storytelling to your business context. Come away with new ideas to elevate your communication!

LET THE STORY DO THE WORK

People forget facts, but they never forget a good story. Esther Choy, Founder of Leadership Story Lab, shares the ins and outs of business storytelling in her book, Let the Story Do the Work, providing templates, frameworks and examples.

BETTER EVERY STORY

Join the thousands who receive Esther Choy's monthly insights, best practices and examples of great storytelling in our newsletter. Subscribe today!

ABOUT LEADERSHIP STORY LAB

Leadership Story Lab's business storytelling services draw on over ten years of helping teams and leaders tell riveting stories tailored to their context. With coaching, training, and consulting capabilities, we empower organizations to create a storytelling culture. Our clients have built business storytelling capacities that have improved both internal and customer-facing communication, formed strong business partnerships, and brought a clear sense of purpose, invigorating their organization.

Learn how you can tell the right story at LeadershipStoryLab.com.

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Coaching | Consulting | Speaking | Training

