

# Tell Your Story

## The Power of Sharing Your Journey

The following is just a guideline for putting together your story.

As a minimum, by running through the questions, it will prepare you for that moment where someone at work or in your personal life is wanting to know what drives you beyond the paycheck or job title.

### **WHY TELL YOUR STORY?**

Telling your story is a powerful way to share why you are passionate about what you do.

Get clear about WHY is it important to tell your story.

Here are a few reasons that may motivate you to work through the following process and prepare yourself.

1. You feel a bit disconnected with people/staff/associates
2. You are wanting build stronger relationships with people
3. You want people to know what you stand for. Understand why your values mean so much to you.
4. You are wanting to break down barriers
5. You want people to know that underneath that hard nosed business person there actually is a heart, passion and a cause you are fighting for

Leadership is dictated by your values and beliefs. These come from your journey, your story. This template will help you reveal how you can share yours with others.

***“People don’t buy WHAT you do; people buy WHY you do it”***

Simon Sinek

**GETTING YOUR STORY TOGETHER**

**1. Think about your TURNING POINTS.**

What are 5 key turning points in your life? Could be a birth, death, marriage, divorce etc.



**2. Why were they TURNING POINTS?**

What changed in you? How did it change your outlook, the way you treat relationships, the way you look to the future.

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**3. What are your favourite books, movies or music?**

What is it about them that make them significant?

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**4. What is your passion? What is your cause? What do you believe?**

Beyond the pay packet, why are you doing what you are doing?

What gets you out of bed in the morning?

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**5. Who are the people, characters, mentors, associates** who have influenced you along the way? What was the influence they had on you? Who have provoked and challenged you along the way?

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**6. What is the uniqueness in you that you want to share?**

What is something that people appreciate about your presence?

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## WHEN TO TELL YOUR STORY

**Now that you have thought about your story, when is it appropriate to share it?**

In sharing your story, timing is important.

**Informally:** The opportunity will likely present itself in an informal, casual conversation rather than setting a goal to present it at a particular time.

**Formally:** Presentations to staff or a gathering of people could provide a formal occasion to share your story. As part of wanting to connect stronger with your people or asking them to step out of their comfort zone.

**Remember: *People don't buy WHAT you do; people buy WHY you do it.***

## What are the chapters yet to be written?

This is one of the most powerful parts of your story.

What is the cause that you are championing? What are the goals that go beyond you?  
What is it that you really want for your grandkids and the world that we leave for them?

## Write down 3 goals/bucket list items that you aspire to?

If you had the magic wand, what would you change? What legacy do you want to leave for your grandkids and their grandkids?

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## **ADDITIONAL PROMPTS/TIPS**

And finally – here's a few more questions that may help if you are struggling to put your story together

- On your journey what did you overcome?
- Where did you struggle?
- What are you passionate about?
- Who are people you look up to and admire? Why?
- Why reach out to people, touch their lives?
- What gets you up in the morning and juiced?

### **Simple is good and best:**

The above template is really just a prompter, so you can be prepared for telling your story.

There may be just one item that you share from the above. That may all you need to share of your journey, giving people near you an insight as to WHY you do what you do.

**Well done (& Good luck!)**

## **Wayne Dyson**

### **Bridgeworks**

PS: I'm putting together a collection of people's stories as part of my journey sharing experiences with a wide variety of leaders. I would love your story to be part of that.

**Feel free to forward your story to me: [wayne@bridgeworks.com.au](mailto:wayne@bridgeworks.com.au)**