



HARNESSING THE POWER OF STORY: TOUCH HEARTS; INSPIRE ACTION

- I. Lead with empathy – the most powerful tool you have
- II. Build trust – be vulnerable and authentic
- III. Connect and share – DON'T LECTURE!
- IV. Share your “Why”
- V. Go beyond the facts – show why the facts matter
- VI. Put a face to the issue
- VII. Provide the right level of detail – paint a vivid picture but don't overwhelm
- VIII. Give them something to walk away with -- insights, actionable information, hope...

Don't overthink, over-plan, or over-perform; just share what's in your heart!

