



## **Lunch Discussion: Evolving Your Story's Influence**

Each individual should identify a compelling story from his or her own experience in consumer engagement work. Take the first few minutes of lunch to eat and think about what your story will be while incorporating the elements of an effective story below.

Then, take turns sharing the 1-minute version of your story with those around your lunch table. During each individual's telling of their 1-minute story, the rest of the group should listen for each of the elements below and offer feedback to the storyteller on how well they incorporated the elements.

Keep in mind that you will have the opportunity to build out your story during the afternoon session, but use this opportunity to begin developing your story with the elements of an effective story in mind.

### **AN EFFECTIVE STORY...**

#### **...is personal.**

You don't have to be the main character in your story, but the listener should understand why you, in particular, are telling it. Who is your story's main character? If you aren't the main character in your story, what makes the story personal for you? What personal experiences can you share to demonstrate real-life impact?

#### **...has a clear goal.**

Why are you telling the story? What response do you hope to elicit from your audience or what action would you like them to take?

#### **...is tailored to a specific audience.**

Know your audience. The story you tell should speak to the person you want to influence. Who is your audience? Who (or what) influences their decisions? How does your goal align with theirs?

#### **...is well-informed.**

An effective story includes compelling evidence. Does your evidence support your primary objective? Is it relevant to your audience?

#### **...is clear and focused.**

Is your story organized logically? Does it have a beginning, middle and an end? Is it easy to follow?

#### **...is concise.**

If necessary, could you tell your story in five minutes or 1 minute?