

YOUR STRATEGIC STORY



SOUTHERN NEW HAMPSHIRE UNIVERSITY

What is one way I want to improve my public speaking & communication?

The Strategic Story Formula

HOOK	SCENE	BRIDGE	POINT
Yes/no question or surprising statement that gets them to nod/ laugh/relate.	Describe one moment that captures the essence your larger story, experience or lesson. Make it easy to picture with dialogue and 1-2 visual details.	Naturally link the Scene to Point (ie. "that's how I learned").	How you learned the lesson you're teaching, stated in a memorable phrase.

DELIVER →

← DESIGN

TELLER

What emotion do you want to evoke?

What action do you want to encourage?

1) What was your first job/first car, and what is a skill or lesson you learned from it?

2) What was the first moment you started caring about your subject, and why?

3) What is a challenge you've had to overcome in your life, and how has it shaped you?

4) Who is someone (like your listener) whose life improved because of your work?

EDITOR

What was my main takeaway?

What is something they did well?

How could they make it: Funnier, Shorter, or Clearer?

Elements of Good Stories:

Funny or Relatable

Short & Clear

Visual (1-2 Details & Dialogue)

Celebrity/Villain/Underdog

Tension, Twist

Great Premise

Touchstones

Types of Stories:

ORIGIN (Childhood Value)

STRUGGLE (Heroine's Journey)

EPIPHANY (Why)

ASPIRATION (Future Self)

COMING OUT (Vulnerability / Troublemaker)

BEFORE AFTER Bridge (☹ => 😊)

Want to improve your speaking confidence and impact?

Check out Colin's free speaking resources at

www.15feet.com

Thank you!