

PERSONAL STRENGTHS WORKSHEET

Name ten personal communication strengths that you embody to aid in your powers of persuasion.

- 1
- 2
- 3
- 4
- 5
- 6
- 7
- 8
- 9
- 10

TELL YOUR STORY. Below is a sample story for reference.

What is the issue or topic? *Horrible arts industry coverage from local newspapers.*

To whom are you targeting your story? *The business writer of a newspaper in a large town.*

What is your relationship? *An acquaintance, but not well known at all.*

How do you know what is important to them? *I've read many of the reporter's stories to understand the reporter's priorities, and have had conversations about various hot button issues with fellow writers who know the reporter well.*

What form will your story take and where will it take place? *We're meeting for lunch at a downtown café for an informal conversation.*

What is your ideal outcome? *The reporter will be inspired to begin writing a regular arts industry column in the business section.*

FRAME YOUR STORY:

The Set Up - (Use what you already know about the target to open the conversation.)

I know that you are really supportive of the hard working business folks in your area who go the extra mile and do good work for the community.

The Link - (Make an immediate connection of the above information to your upcoming story.)

I wanted to talk with you about how industrious arts executives are in this town, and how many of their stories there might be that could illuminate your particular interest. Or I wanted to introduce you to some people in the arts community who embody that very spirit in their business activities that you have found to be newsworthy in the for-profit arena.

The Content - (Tell a specific story including the facts and figures.)

Did you know that the children's theatre employs 130 full-timers and has an annual budget of \$4.5 million? Or Did you know that the children's theatre voluntarily pays \$150,000 annually in city use fees because they are exempt from business tax but they still want to do their part.

The Relevance - (Tell them how it benefits the people they are concerned about or how it addresses their values or hot buttons that you are already aware of.)

The children's theatre spends 80% of its budget locally - that is over \$3 million on goods and services purchased from about 45 local businesses.

Closing the Deal - (Make your specific request and clarify how you will follow up.)

This town is ready for a regular feature or column covering successful arts businesses in town. You could be the leader by kicking it off in your paper and even starting a statewide trend.

To give you a flavor of what's possible, I can facilitate a meeting with the theatre's executive director and board chair for an interview or discussion. I can get you a full roster of all the arts organizations in our community and offer guidance on their business leadership and interesting trends or results. Can we pick a time right now for the first meeting?

ANOTHER IDEA FOR FRAMING STORIES and

For your story, take something you are wrestling with right now and map it out below.

What is the issue or topic?

To whom are you targeting your story?

What is your relationship?

How do you know what is important to them?

What form will your story take and where will it take place?

What is your ideal outcome?

FRAME YOUR STORY:

The Set Up

The Link

The Content

The Relevance

Closing the Deal

ANOTHER IDEA FOR FRAMING STORIES and (HOW THEY RELATE TO OUR WORKSHOP FRAMEWORK)

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Steps in Crafting a Story

- ★ The leader defines the specific change idea to be implemented in the organization.

(What is your ideal outcome?)

- ★ The leader identifies an incident (either inside or outside the organization, community or group) where the change idea was in whole or part successfully implemented.

(Tell a story of a successful example of something that is important to your target.)

- ★ The incident is narrated from the perspective of a single protagonist who is typical of the target audience.

(Use a trusted source to tell the story or tell the story of a trusted source's experience.)

The story specifies when and where the incident happens. (Content)

In telling the story, the leader ensures that the story fully embodies the change idea, extrapolating the idea from the story if necessary. (Content)

The story is stripped of any unnecessary detail. (Content)

The story has an authentically happy ending (Content)

- ★ The story makes clear what would have happened without the change idea. (Relevance)

- ★ At the conclusion of the story, the leader links the story to the change idea with phrases such as “what if,” or “just imagine.” (Relevance)