

Leadership Story Builder

Establishing Credibility and Showing Vulnerability	Notes
<p>Does this story weave enough background about you to build credibility, based on credentials and/or experience? Do you feel like someone could follow your leadership based on your experiences and insights?</p> <p>Does this story allow you to balance credibility with humility? Does it demonstrate vulnerability, such as admitting past mistakes? Is humor appropriate here? Does your story contain anything personal about your life? Will someone know you better as a result</p>	
Structure	
<p>Does the story have a clear attention-getting opening and closing that wraps up the scenario and ties it back to the issue that the story illustrates? Are the details adequate, but not overwhelming? Is the story easy for the audience to follow?</p>	
Relevance to Issue and Audience	
<p>Does the story connect clearly to the issue? How will you let the audience know how this story can benefit them?</p> <p>Do you understand the needs of the audience, positioning the topic in a way that is appropriate for them?</p>	
Delivery	
<p>How will you use enthusiasm, style, and tone appropriately to support the subject matter? How will you make your delivery credible, sincere, and authoritative? How will you demonstrate that you care about the audience and its needs? What effective techniques will you use to make the message memorable?</p>	