



# Professional Storytelling Worksheet

There are elements of everybody's narrative that can be turned into an extremely powerful story. Oftentimes, people don't realize how strong and impactful their personal stories can be. Although crafting these stories can be difficult, this worksheet provides a foundation for crafting your story into one you feel confident in sharing.

**Section 1 – Brainstorming:** What is the big picture of your story? What is the story arc of your narrative? What situations or influences have impacted your story?

What is your affiliation with the organization, event, person, etc.? Think deeper than just your title or position. Think about how your personal identities shape your connection to the subject of your story.

What impact have you had in/on the organization, event, person, etc?

What impact has the organization, event, person, etc, had on you?

**Section 2–Forming your message:** What things stand out to you? Think big picture to develop your story and begin to think about audience connections. Think about the small details of your story and how you will present it.

What is your **most important thing**? Why are you telling this story?

Who is a part of this story, and how do they relate to each other? Think about the agency of yourself and those around you.

Where is the transformation in this story? Think about what has changed, the challenges you have overcome, and moments of surprise or discovery.

What is your call to action? Everything you have said up to this moment has been to motivate, inspire or change your audience in some way shape or form, what is it? Thinking back to your **most important thing**.

**Section 3 – Organize and Share:** Think about the structure of how you will tell your story. Think about when, where and how it is appropriate to tell this story. Use your answers from above and the template below to begin to think about the flow and structure of your story. Lastly, go out and let your story be heard!

**1.) Introduction** (topic and important context)

**2.) Escalation** (The buildup of the story)

**3.) The transformative movement/most important thing**

**4.) Your call to action**