

## MICRO STORIES AND PRESENTATIONS

## Stories connect us to our audience.

Stories don't have to be grandiose and complicated. Punchy micro-stories can do the job

The Way Were Stories

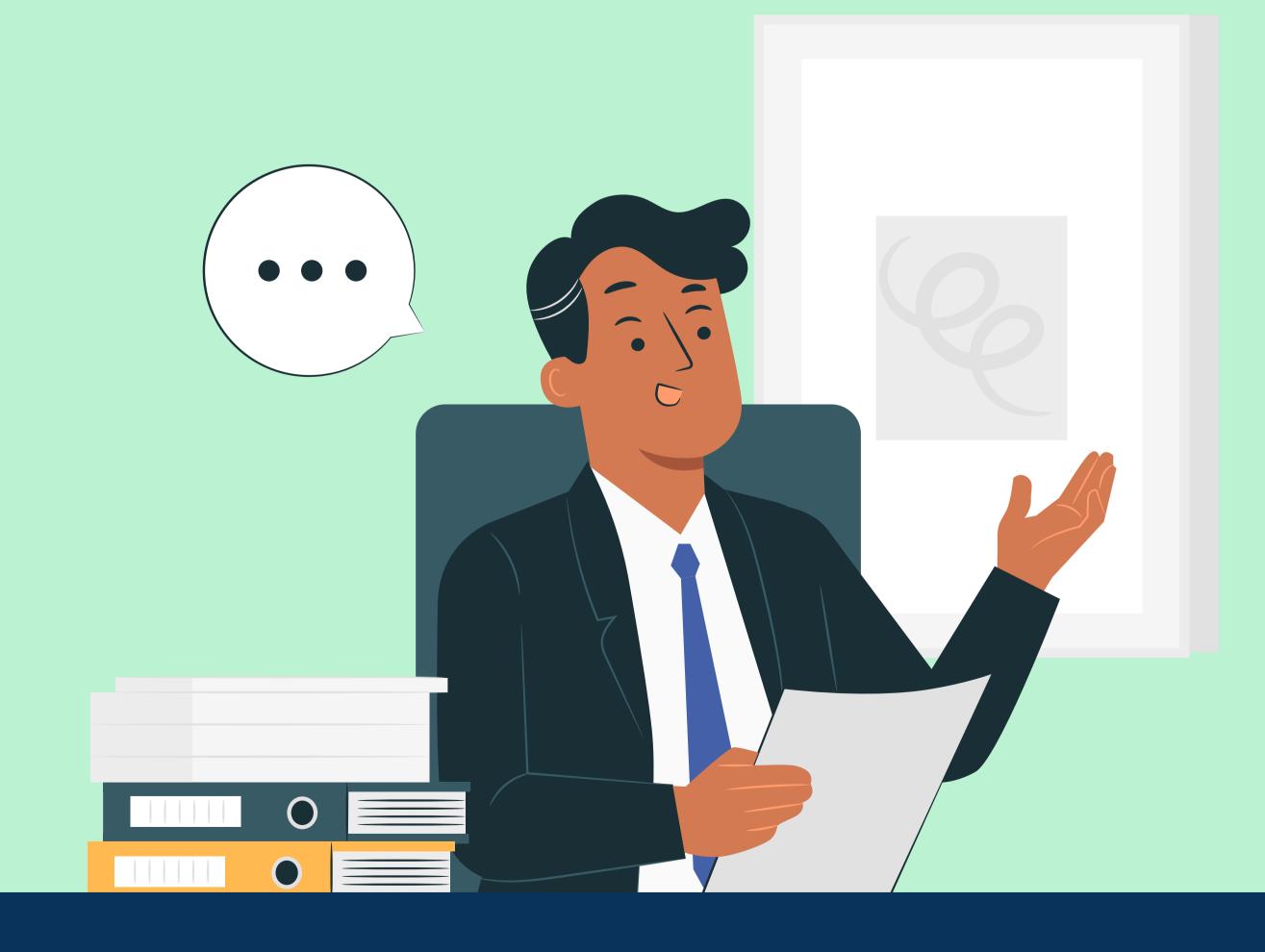
Highlight what's changed in you or your organisation

Burning Platform Stories

Tell your audience about a current problem

Springboard Stories

Are positive tales of how you conquered a challenge





Your personal experience helps you create unique stories. Rehearsing (perhaps with a voice recorder) and using everyday language will make you more human