8 Tips on Sharing Your Story

1) Know your audience/speak their language -- it helps to build common ground. For example, if I refer to Churubusco as 'Busco to their Rotary, they feel as though I'm a local -- one of them.

2) Know your message and what you want to convey to your audience when you tell your story. David Carroll wanted people to know that United's customer service was awful!

3) When possible, stories need to be fixed in time and space. Providing a where and when helps the audience get their bearings and focus in on your message rather than the particulars.

4) Stories should stir up emotions -- not to manipulate the listener but rather to cut through everyday buzz and show them that your message matters.

5) A good story doesn't tell -- it shows -- Show me that Harry & Davids has great customer service without telling me that Harry & David's has great customer service.

6) People get bored, minds wander -- get to the point quickly.

7) Good stories provide an "Ah-ha!" moment for the listener. Is it relatable?

8) For non-profits -- in case of a crisis or emergency have a plan in place for who will be the spokesperson to tell the story. Never tell the media "No Comment."

September McConnell, CEO
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