



Here's my favourite storytelling prompts for you to play with and develop.

Your Business Origin Story: Share the story of how your business came into existence. What inspired you to start it, and what challenges did you overcome in the early days? Describe the pivotal moments and decisions that shaped your business's foundation.

Leaders in innovation: Share a story that illustrates how your business embraced innovation or change to achieve growth. What new strategies, products, or technologies were involved? Discuss the impact of innovation on your business's evolution and success.



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Overcoming Challenges: Narrate a situation where your business faced a significant challenge or obstacle. How did your team come together to overcome it? Emphasise the problem-solving strategies, resilience, and lessons learned from this experience.

Customer Success Story: Highlight a memorable success story involving one of your customers or clients. How did your product or service solve their problem or meet their needs? Include specific details about the customer's journey and the positive outcomes they experienced.



Values and Mission: Craft a story that communicates your business's core values and mission. How do these principles guide your decision-making and interactions with customers? Explain how aligning with your values has contributed to your business's identity and reputation.

Bonus Tip: Video record your story. Once you're done, watch it without the sound on and observe your delivery. Then listen without watching yourself. What did you become aware of about your unique storytelling style? Was that your dress rehearsal? If so, do it again and use your new awareness to improve your performance. Love your first take? **SHARE IT!** Then make a note of your learnings or awarenesses below.