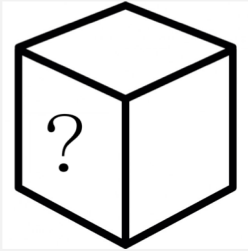


# The Story Builder

Use this checklist to develop an engaging leadership narrative for your organisation. “What to include” prompts questions to answer in your story and “Why it’s important” explains the logic. Developing a narrative creates a platform for sharing that operates at an emotional as well as rational level. Encourage people to talk about what the story means to them and how they see themselves fitting in.

## Share purpose



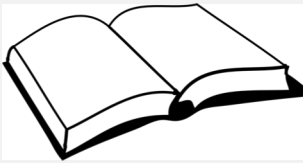
### What to include

- Why we exist beyond money
- Founders’ aspirations
- Who benefits and how
- The difference you make to others

### Why it’s important

- Provide meaning for people
- Motivate and build esteem
- Focus on common goals
- Break down silos

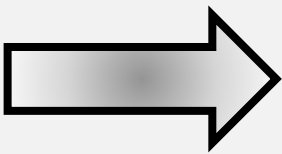
## Map history



- History and milestones
- Successes and challenges
- Key moments – crises, breakthroughs

- Remind people of achievements
- Identify lessons learned and strengths acquired
- Stir emotions and build pride

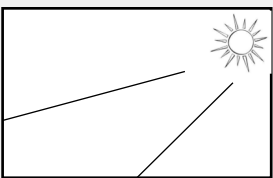
## Explain forces for change



- Competition, customer needs and other external forces for change
- Technology, strategy and other internal forces for change
- What happens if we don’t change

- Build case for change
- Increase credibility
- Show how initiatives link
- Explain need and build tension

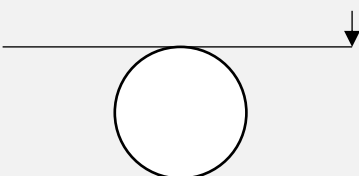
## Show vision



- Where we are going
- What the world will look like
- The difference we will make to the world, society
- What it will be like there

- Inspire and enthuse
- Align efforts and break down barriers
- Reinforce importance of what we aim to achieve

## Talk about keys to success



- New relationships and behaviours
- What will be critical
- Contributions required

- Prompt conversations about vision and change
- Help people see themselves
- Build line of sight
- Strengthen relationships