

FOSTERING COMMUNICATION
SHARE YOUR STORY

When did you first feel connected to your leadership?

When did you feel like you were an outsider or the underdog?

When were you a champion and helped others succeed?

When did you learn that you wanted to serve?

When did someone serve you?

FROM STORY TO SOUNDBITES

Why are you running? (1 sentence – 10 second soundbite)

Why are you running? (5 sentences – 30 second soundbite)

Why are you running? (10-15 sentences – 1.5 minute intro)