

StoryStrategies

Coaching and Presentation Services



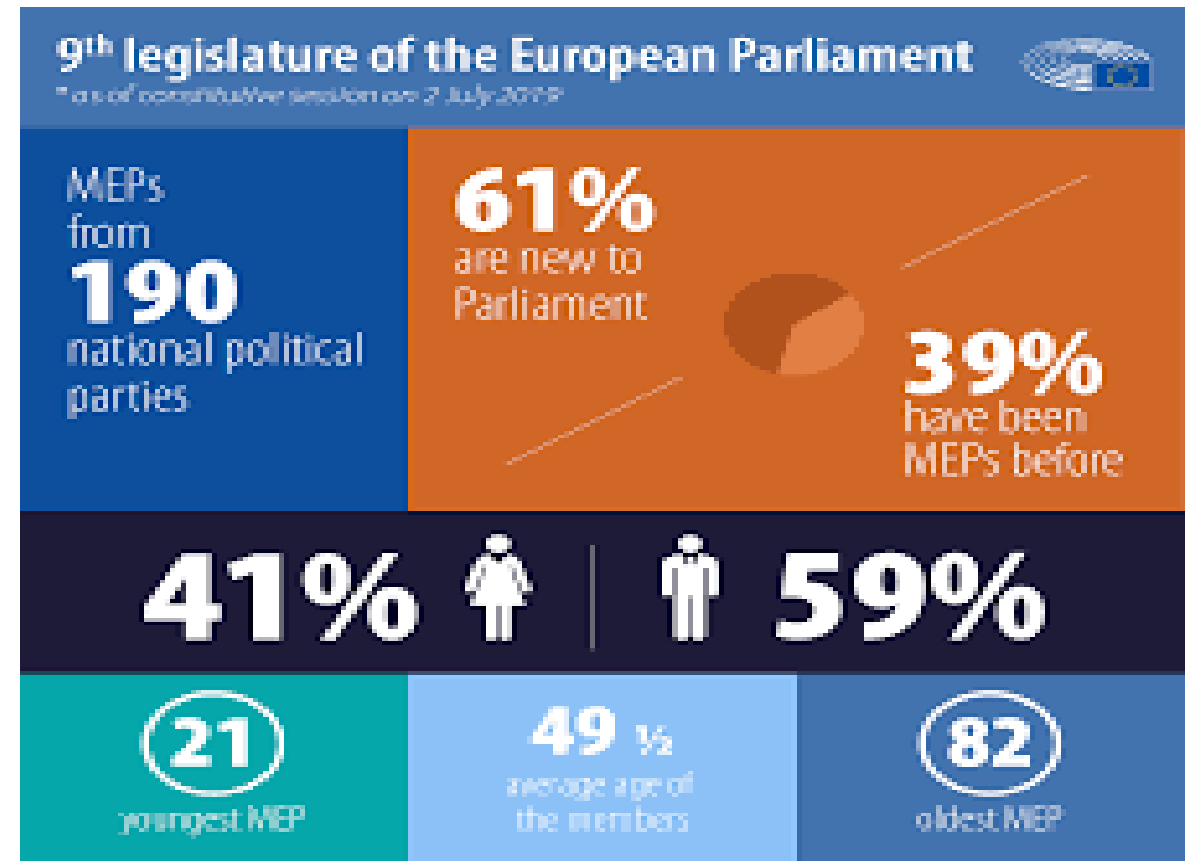
A close-up photograph of a woman with long, wavy brown hair and bangs, looking directly at the camera through a chain-link fence. The fence's diamond-shaped mesh is prominent in the foreground, partially obscuring her face. The background is a soft-focus green, suggesting foliage. The overall mood is contemplative and artistic.

See the story in everything

Stories exist everywhere. Look for them beyond the obvious places.

Fact is Not Truth

Storytellers look for emotional truths, even when facts may not be accurate. They are revealing of a core set of values, fears, dreams that may highly illuminating to your clients.



Use your emotional metal detector

Identify emotional responses and follow it up with more questions.



Go smaller

- The story lies in the details
- Don't accept a broad answer
- Go deeper by going smaller, more particular, be highly specific in your questions to receive best outcome



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