

What is story?

A connected series of events with a beginning, middle, and an end.

A journey that moves the protagonist & The listener.

Stories define us and connect us to others.

Hero's journey: Can no longer stay, leave the community for a bumpy ride, return changed (often there's a mentor or collaborator)

Dramatic tragedy: Pity, fear, catharsis

Even if you dress it up. There's always basically three elements.

Stories don't have to be epic—they can be four or six words. They can be a tweet or a text.

Stories stimulate chemicals in the brain that generate feelings of happiness and empathy.

Business stories

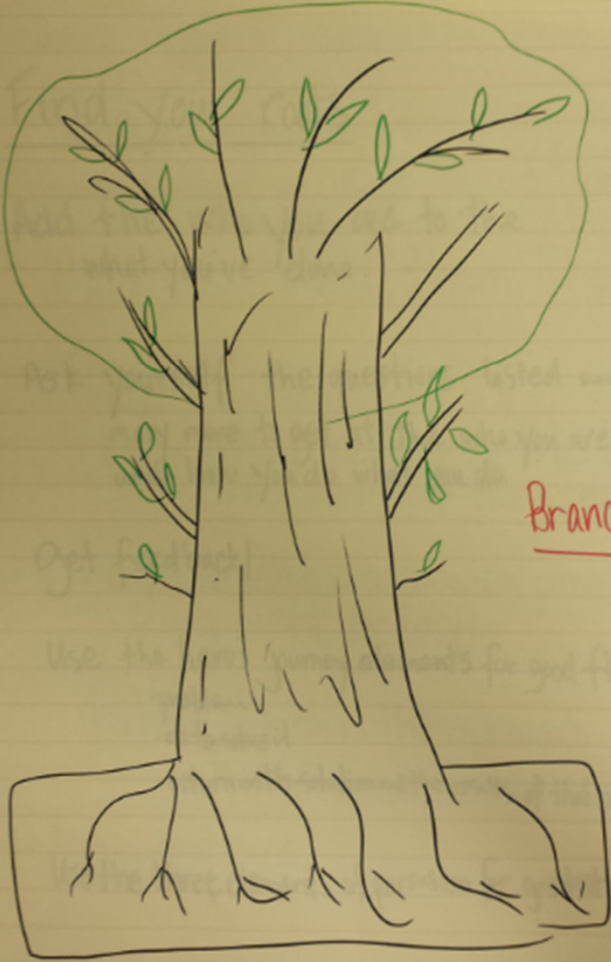
How do you tell a business story?

It's really a hero's journey, too.

1. There's a problem to solve.
2. You go on a quest full of dangers and pitfalls until you find a solution. (Sometimes there's a mentor.)
3. You return with a solution that changes things. In business, we can think of this as a result.

↳ word stories

- Escaped the law. Became venture capitalist.
- Maniacally focused on helping others grow.
- Relentlessly plan for spontaneity and inspiration.
- Torched the haystack. Found the needle.
- Born a twin. Graduated only child.
- For sale: Baby shoes, never worn.
- Hungry to know. Teach by listening.



Branches

Roots

Find your roots

Add the who you are to the
what you've done.

Ask yourself the questions listed and
many more to get at the who you are
and how you do what you do.

Get feedback!

Use the hero's journey elements for good flow:

- problem
- go to solve it
- return with solution and the results of that solution.

Use the three elements of persuasion for greatest impact.

The three elements used to build a persuasive presentation have not changed in almost 2,500 years. Aristotle called them Rhetoric.

They are:

Ethos, which refers to the character or credibility of the speaker.

Logos, which has to do with proof, argument, or logic.

Pathos, which is the speaker's emotional connection to the audience.

Some questions you can ask yourself
to deepen your stories:

- What's a quality of yours that you struggle with?
- What's the inverse of that quality that makes you shine?
- Why do you do what you do?
- What's one of your favorite quotes?
- Who's a favorite character in a book, movie, or tv series?
- Where are you at your best? How? Why?

Always look for more ...

And
What
Else?

Conversation is the structure that

holds our stories together — those we tell
and those we ask others.

Notice how your audience communicates.

Listen! Ask!

What kinds of questions:

ASK what the interviewer likes/hopes for the organization
What are some of the challenges there?

What would you like the person in this job to
contribute or to solve?

(What does this person have to be able to do is okay, too,
but "what can I solve?" puts you in a position of
strength, while the other shifts it back to you as
a receiver.)

Remember:

Practice Practice Practice new tools and ideas —
you become what you practice.

Failure is the grandfather of success.

Have courage.

And always get back on the horse —
keep moving.



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Behavioral Interview Questions

Examples of common question categories:

- Leadership
- Flexibility
- Motivation
- Commitment
- Initiative
- Teamwork
- Responsibility
- Decision making
- Communication
- Trustworthiness
- Problem solving
- Organization
- Resilience

Sample questions:

- Tell me about a time you had to make a quick decision.
- Tell me about a difficult experience you had in a clinic or internship and how you overcame it.
- Tell me about a time you had too many things to do and had to prioritize.
- What did you do the last time things didn't go according to plan?
- Tell me about a situation where you failed. Why did you fail and what did you learn from it?
- Tell me about a time you had to work with someone who did things very differently from you.
- Tell me about a time when you had to deal with a difficult client or coworker.
- Describe a situation in which a detail you thought to be unimportant turned out to be very important.
- Tell me about a time you had to persuade a colleague to accept your point of view.
- Tell me about a time you went above and beyond the call of duty.
- Describe a situation where your efforts had a direct impact on the outcome.
- Tell me about an ethical work situation you had to deal with. How did it turn out?
- Tell me about a time when you had to act in a leadership capacity.

(Adapted from Harvard Law School's Office of Public Interest Advising)