

THE COHORT AUDIENCE STORY

A story about

a small group of diverse leaders from different industries

who is/will be struggling to

tell effective stories at work

because

they may lack confidence or process

Right now they feel

excited, a little nervous, testing my credibility

The purpose of my story is to

connect with

them.

and help bring about a change in

relationship

I want my message to make them feel

safe, willing to share their own stories