



5 Tips for Sharing Your Story

Leaders share stories to inspire their audience

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1. Begin with Your “MIT” or Most Important Thing

What is the main reason people should hear your story? This is about your journey; the experiences you have had, the challenges you have faced, and the choices you have made. *Sharing your voice*



2. Share What Happened

Give context and details about your story. Who, what, where, when, why, and how. What did you fear? How did you feel? What challenges did you face? Who helped you along the way?

Building empathy and connection



3. Share Your Story’s Impact

Explain the impact your story has had on your life, rights, and/or your loved ones lives. Be authentic, honest, and transparent. What changes do you want to happen as a result of sharing your story? Focus on positive change.

Increasing awareness and understanding



4. Share What You Learned

This should tie back to your “MIT” and the takeaways you want your audience to learn from your story. Provide research or data if necessary. What do you want your audience to remember about your story?

Advocating and engaging



5. End with Your Call to Action

This is the main point or ‘ask’ of your story. What do you want to ask your audience to do now? Be clear and concise about what you are advocating for and what your audience can do to make a difference. Your audience needs motivation and inspiration, so give them a reason to act. *Impacting change*

