

WEEK 1: What We Discovered

Stories start as moments.

Don't wait for a fully formed story. Notice the conversation, decision, problem solved, surprise, challenge or moment that mattered.

The moment isn't enough. Ask what it proves.

Every business story needs a job. What does this story highlight...Expertise? Values? Results? Process? How you serve?

Your Core Story isn't simply what happened to you.

Look for what happened **inside you** *because* of what happened to you. What did you come to believe? What perspective changed? What do you care about now because of it?

You don't have to tell *everything*.

Knowing your Core Story doesn't obligate you to expose every personal detail. It helps you understand the belief underneath your work so you can decide what belongs in the story, and what is comfortable for you to share.

Find the gold before you polish the gold.

This week wasn't about beautiful writing. It is about capturing raw moments, and asking what they prove. Follow what feels true.

What comes next?

Keep digging into the story moments you were writing about. See if anything else comes up for you.

If you haven't yet felt "the click" yet with your Core Story sentence prompt (see below), sleep on it and give it another 10 minutes over the weekend. Rome wasn't built in a day.

Because I experienced or witnessed _____,
I care deeply about helping people _____.

Remember:

Your stories are already happening. We're learning to notice them, understand what they prove, excavate the meaning underneath them, and put them to work.