

WEEK 2: What We Discovered

Your Core Story is tied to YOU. Your Origin Story is tied to your WORK.

Your Core Story helps *you* understand WHY you care. Your Origin Story helps *other people* understand HOW you got here. They may share some moments, but they have **different jobs**.

Your Origin Story is about the path, not the résumé.

People don't need every job, credential or twist and turn. Give them enough to understand how you got from there to here and why this work makes sense for you now.

The SHIFT is where the gold usually lives.

Start → Shift → Direction. **If your Origin Story isn't working, look at the middle.** What changed? What stopped fitting? What did you realize that sent you in a different direction?

You don't have to tell everything. Only enough to let the story do its job.

Your story can be honest without making you uncomfortable (or too vulnerable). YOU decide what belongs in the story and what remains “only for you.”

Clear beats clever. Shorter is stronger. Real is better than impressive (every time).

The goal isn't to amaze people with everything you've done. It's to make your path clear enough that they understand you, trust your journey, and want to know more.

A good Origin Story creates the “lean in effect.”

You're not trying to *finish* the conversation. You're opening it by giving people enough meaning and intrigue that they want to ask the next question. That's how storyselling begins building trust and connection.

What comes next?

Play with your Origin Story this week (framework below, and in slides):

I didn't start here.

I started _____.

But over time / Then one day _____.

And that led me to _____.

Say it out loud. Your ears will catch things your eyes don't. Then try it in one real conversation and notice: What did you naturally leave out? What did you emphasize? Where did the other person lean in?

Remember:

We're still finding the gold before we polish the gold. Your Origin Story doesn't need to be perfect yet. It needs to feel true, make your path make sense, and sound like YOU.