

Storyselling Immersion - Week 2
Core Story (WHY) → Origin Story (HOW)

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with Jen, *The Storyselling Sherpa*

Check-in / Stories of the Week

**Whose “story radar”
was on fire?**

Did anyone find a Story Inventory Moment?

1. A moment that shaped your professional mission
2. A moment when a client experienced real transformation
3. A moment when you made a decision based on your values
4. A time when something went wrong and you learned something important
5. A moment that reveals your vision for the future

What happened inside you?

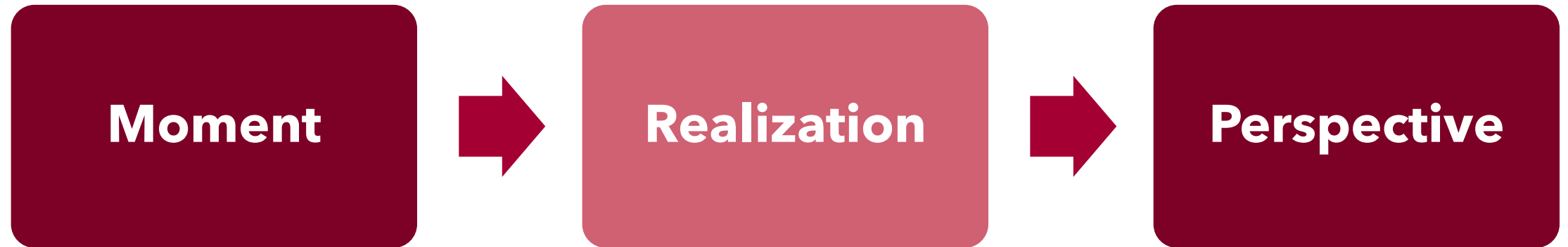
**Your Core Story isn't simply
what happened to you.**

It's *what happened inside you*
because of what happened to you.

The Framework of Your Core Story



Another Way to Look at this Framework



The Core Story Sentence (Your “shovel”)

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

Quick Core Story Check-In

- Read your sentence again.
- What changed inside you?
- What belief or perspective is underneath it?
- Revise one line if something feels truer now.

What feels truer now?

Now we turn the corner...

Core Story = Why

Origin Story = How

The Core Story explains why you care.

The Origin Story explains how you got HERE.

The Perspective of the Shift: Core Story vs Origin Story

But aren't these the same story? (*No.*)

- Your Core Story is the insight you carry.
- Your Origin story is *the path you tell*.

**They may share moments,
but they have different jobs.**

Why Your Origin Story Matters

This is probably the business story you already tell the most often.

- It's often the first story people hear.
- The story you tell in conversations/introductions
- This story builds initial trust by making your path make sense.

What an Origin Story DOES



What it's NOT: your resume, your full timeline, or every interesting thing that happened to you.

The Origin Story Framework

Start	Shift	Direction
Where were you?	What changed?	Where did that lead?
What were you doing or believing?	What no longer fit? What pulled you forward?	What are you doing NOW?

The REAL Goal of Your Origin Story

A strong Origin Story
doesn't explain everything.

The goal is not to impress.

The goal is to help people understand your path
in a way that makes sense.

My Origin Story

I didn't start here. I started in training and marketing for all kinds of businesses.

But over time, I kept seeing really good work go unnoticed because people couldn't explain its value clearly.

That led me to Storyselling: using story to make the meaning and value behind the work visible.

Your Origin Story Builder

"I didn't start here.

I started _____.

But over time _____.

And that led me to _____."

Our goal:

Keep it clear, human and conversational.

Remember What We're Going For

- Clear beats clever.
- Shorter is stronger.
- Make it real, not "impressive."
- We're not telling everything.
We're making it make sense.

Story Time

Let's excavate together!

1. Say it out loud.
2. Notice where you get more animated.
3. Notice where résumé creeps in past story.
4. Listen for the sentence you almost throw away.

What We Did Today...

Today you began learning to:

- Dig deeper into how Core Story reveals WHY you care.
- Separate your Core Story from your Origin Story.
- Find the "Start → Shift → Direction" of your Origin Story.
- Cut the résumé from the Origin Story.
(Focus on what changed.)
- Shape an Origin Story that's clear and human
(and conversational).

Between Now and Next Week

(Find the gold before you polish the gold.)

- Refine your Origin Story.
- Practice saying it out loud.
- Use it in one real conversation if you can.
- Keep Story Radar running.
- Capture the moments before they disappear.

How to Get Hold of Me

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