

***Storyselling Immersion - Week 4***  
***Values-In-Action: The Story that Shows Alignment***

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**with Jen Bullington, *Storyselling Sherpa***

**Check-in / Stories of the Week**

**Story Moments?**

**Client Success**

**Story Realizations?**

# What Changed Because YOU Were There?

Your Client Success isn't about what you did...  
It's about *what changed for the client*  
*BECAUSE you did it.*

Your Values-In-Action Story  
shows what *you believe.*

**This story that helps people choose you.**

# How These Two Stories Are Connected

Client Success  
shows what your value DID.

Values-in-Action  
shows what you BELIEVE.

# Our Journey



- Session 1: Why your work matters (Core Story)
- Session 2: How you got here (Origin Story)
- Session 3: What results can clients get (Client Success)
- Session 4: Shows alignment...*or not* (Values-In-Action)

# Framing this Against Other Stories

If we map the emotions of your stories:

- Core Story → understanding
- Origin Story → trust in your path
- Client Success Story → belief
- **Values-in-Action Story** → alignment / safety

## Today's Focus...

Your Values-in-Action Story answers:  
***"Can I trust how you make decisions?"***

It shows what you actually stand for.

**This story shows the difference between what you say, and what you actually do.**

# The Purpose of Values-in-Action Stories

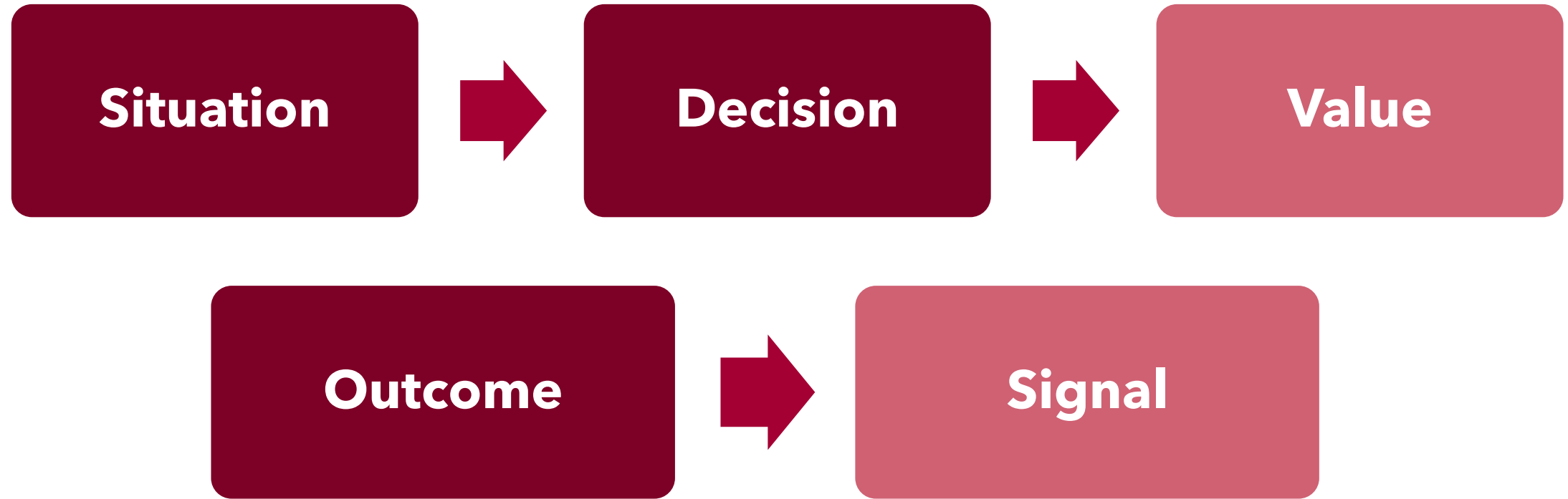
This story has *three purposes*:

- **Safety:** *"I can trust your decision-making."*
- **Alignment:** *"This is how I think too."*
- **Filtering:** *"This is (or isn't) for me."*

The real outcomes of this story are trust AND alignment. This story makes you **choosable**.

# Values-in-Action Framework

**This story has five parts:**



# How do these 5 parts work together?

1. Situation: *What was happening?*
2. Decision: *What did you choose?*
- 3. Value: *WHY did you choose that?***
4. Outcome: *What happened because of the decision?*
- 5. Signal: *What does this reveal?***

(The bolded items are what really differentiate you.)

# Your Values-in-Action Story: Full Builder

When \_\_\_\_\_ (situation),

I chose to \_\_\_\_\_ (decision),

because I believe \_\_\_\_\_ (value).

And as a result \_\_\_\_\_ (outcome).

This is important because \_\_\_\_\_ (signal).

# Your Values-in-Action Story: Short Builder

This is the shorter spoken version **that you'll use more often:**

*"When \_\_\_\_\_ happened,  
I chose \_\_\_\_\_  
because I believe \_\_\_\_\_."*

# Values-in-Action: Weak Short Example

*"I always believe in putting my clients first and doing the right thing, which is really important to me."*

## **Why it's Weak:**

First of all, it's lazy. Plus, it's not a story. There's no situation, no decision, no proof.

This feels generic, like anyone could say it about any business.

## Values-in-Action: Good Short Example

**"When** a client wanted to move forward with a high-risk investment, **I chose** to advise against it **because I believe** my role is to guide...not just agree."

# Values-in-Action: Weak vs Strong

A weak Values-in-Action story  
TELLS people what you believe.

**A strong one SHOWS them how you decide.**

# Values-in-Action: What it IS & ISN'T

## It is not:

- a list of values
- a belief statement
- a philosophy or opinion
- something you say you believe

**Tells what you believe, but  
doesn't prove it**

## It IS:

- a real moment of decision
- a situation with tension or a choice
- a clear action you took
- a value revealed through that action

**Shows your decision-making  
*when it matters***

# Values-in-Action Story Checklist

It shows clearly what the speaker believes through:

1. a clear **situation** (real, relatable)
2. a real **decision** (not easy)
3. strong **value** (strategy, integrity) \*
4. **outcome** is believable
5. **signal** builds trust immediately \*

# Some Prompts to Find This Story (Just notes!)

- Think about a time you made a decision that mattered for a client.
- A time when you said NO when it would have been easier to say YES.
- When did something not feel aligned, and you acted on it? (Ex: Maybe you referred them to someone else.)
- You protected a client from a mistake or bad decision.
- You had the difficult conversation because they needed to hear it.

# A Gold-Finding Prompt

Tell me about a time...

when doing the right thing  
was harder than doing the profitable thing.

What did you choose, and why?

# Values-in-Action PROVES

Remember:  
Your values aren't what you say.

***They're what you choose.***

# Finding Your Values-in-Action Stories

Most people don't struggle to tell this story...

**They struggle to recognize  
which moments qualify.**

# Apple Nailed Values-in-Action Stories

The print launch of  
the “Think Different”  
campaign →

"Here's to the crazy ones. The misfits. The rebels. The trouble-makers. The round pegs in the square holes. The ones who see things differently. They're not fond of rules, and they have no respect for the status-quo. You can quote them, disagree with them, glorify, or vilify them. But the only thing you can't do is ignore them. Because they change things. They push the human race forward. And while some may see them as the crazy ones, we see genius. Because the people who are crazy enough to think they can change the world, are the ones who do."



# Your Values-in-Action Story: Full Builder

When \_\_\_\_\_ (situation),

I chose to \_\_\_\_\_ (decision),

because I believe \_\_\_\_\_ (value).

And as a result \_\_\_\_\_ (outcome).

This is important because \_\_\_\_\_ (signal).

# Story Time!

- Share your story
- **Tell us what happened!**

## Things to Try This Week

1. 1<sup>st</sup> draft with Values-in-Action Story Builder.
2. BONUS: Find even more moments that might qualify.

**Pro Tip:** If you get stuck, rewrite a few versions of the the two pink sections on slide 9.

**Need help? Email me at [jenb@storyselling4success.com](mailto:jenb@storyselling4success.com).**

# Remember What You're Going For

- Clear beats clever.
- Shorter is stronger.
- Make it real, even if you don't use names.
- Practice until it feels natural.

# Remember...

Your stories are already there.

We're simply bringing them into focus