

Fall Storyselling Immersion - Session 6
Future Vision: The Story that Creates Movement

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with Jen Bullington, *Storyselling Sherpa*

Check-in / Stories of the Week

Story Moments?

Against-the-Odds
Story Realizations?

Perspective from Last Week's Story

Your Against-the-Odds Story
showed your decision-making
in the face of difficult situations.

Your Future Vision Story shows what's *possible*,
and invites people into it.

This story helps people move to YES.

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)
- Session 5: Works even when it's hard (Against-the-Odds)
- Session 6: Creates movement toward YES (Future Vision)

Framing this Against Other Stories

If we map the emotions of your stories:

- Core Story → understanding
- Origin Story → trust
- Client Success Story → belief
- Values-in-Action Story → alignment / safety
- Against-the-Odds Story → confidence
- **Future Vision Story → movement**

The Key Insight

Against-the-Odds Story:
Demonstrated that clients
can trust you to handle adversity.

Vision Story:
Pulls people toward where you're going.

**A vision without an invitation
doesn't move people.**

Today's Focus...

Your Future Vision Story answers:

"Is this a future I want to move toward?"

This story shows the difference between where things are now, and where they could go.

The Purpose of Future Vision Stories

This story has *three purposes*:

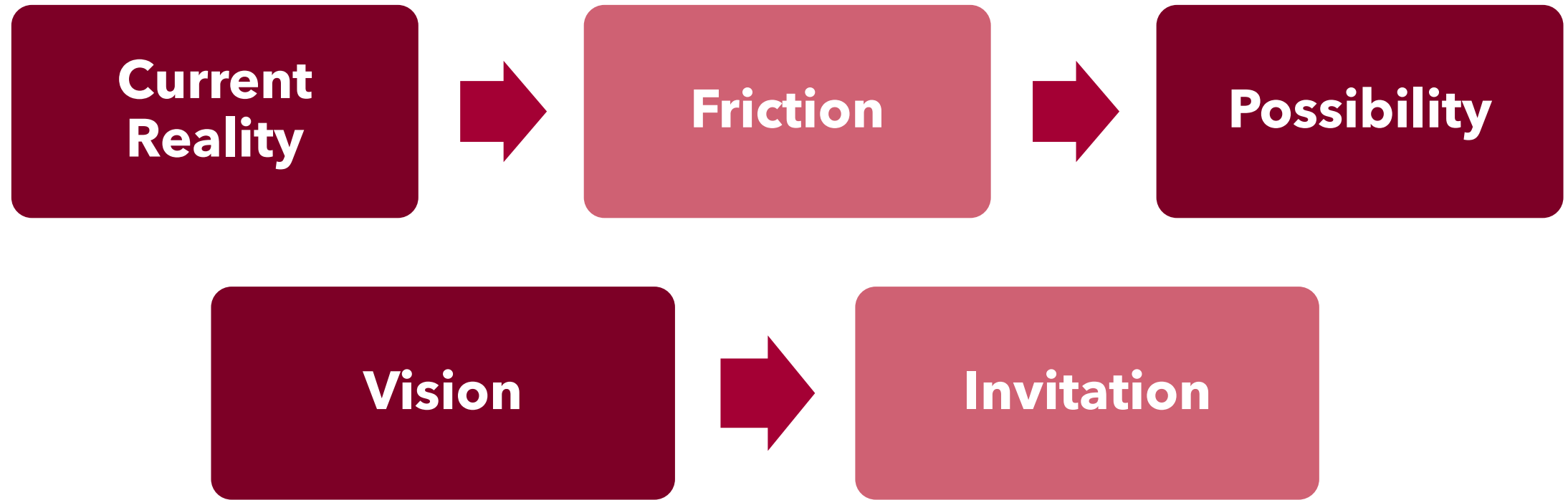
- **Momentum:** *"This is something I want to move to."*
- **Possibility:** *"Something better is actually possible."*
- **Invitation:** *"This is for me."*

Questions Answered by This Story

1. *Where is this going, and do I want to be part of it?*
(Core question)
2. *What's possible here?*
3. *What future are you creating?*
4. *Why does this matter?*
5. *Is this for ME?*

Future Vision Story Framework

This story has five parts:



Your Future Vision Story: Full Builder

Right now _____ (current reality),

and that's a problem because _____ (friction).

But I believe _____ (possibility).

I'm working toward _____ (vision),

and this is for people who _____ (invitation).

(The two most important parts are bolded.)

Your Future Vision Story: Short Builder

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

"Right now _____, but I believe _____, and I'm building toward _____."

Your Future Vision Story: Short Builder

This is a sample of the shorter spoken version:

*“**Right now**, too many people feel overwhelmed by the process of buying or selling a home, **but I believe** real estate should be about exciting new beginnings, not stress and uncertainty. **I’m building toward** a future where every client feels confident, supported, and ready to embrace their next chapter.”*

How do these 5 parts work together?

- **Current reality** is relatable
(feeling overwhelmed by buying/selling a home)
- **Friction** is emotional (uncertainty, disconnection)
- **Belief** is clear and differentiated
(exciting beginning, not stress and uncertainty)
- **Vision** is human, not technical (ex: supported)
- **Invitation** is specific (ex: ready to embrace next chapter)

Future Vision Story Prompts

- What frustrates you about how things are done *now*?
- What do you wish existed instead?
- What do you see that others don't yet see?
- What future are you trying to create?
- **Who is this really for?**

Future Vision Story: Weak Example

"I want to help people be more successful and live better lives."

Why it's weak:

It's vague. This could be any business or any service. There's no tension, no specificity, no direction.

Most important: there's no invitation!

Future Vision Story: Strong Example

Right now, a lot of people are doing meaningful work, but struggling to explain it clearly. **And that's a problem because** all that great work stays invisible.

But I believe when people can clearly communicate their value, everything changes.

I'm working toward a world where people can use stories as leverage in their business. **This is for people who** know their work matters, but need help making the value of that work visible."

Why This Future Vision Story is Strong

- ✓ There's a clear current reality.
- ✓ There's a defined problem (emotional friction).
- ✓ A strong belief is stated.
- ✓ A vivid future is sketched in.
- ✓ There is a clear audience invitation.

Strong Example: Financial Advisor

Right now, many people are doing the “right” things financially, but still feel unsure where it’s leading. **And that’s a problem** because without clarity, even good decisions can feel stressful and disconnected. **But I believe** financial planning should create confidence, not confusion, and help people feel clear about where *their life is going*, not just their numbers. **I’m working toward** a future where people feel clear, secure, and in control of their financial life.

This is for people who want more than “managing money.” They want confidence in the life they’re building.

Strong Short Version: Financial Advisor

Right now many people are doing everything “right” financially but still feel unsure where it’s leading, **but I believe** financial planning should create clarity and confidence, **and I’m building toward** helping people feel fully in control of the life they’re building.

What about the invitation???

The invitation is implied here, but it’s subtle. This shorter example is built for speed, flow, and natural delivery. Forcing an invitation every time can feel too over-pitchy.

Future Vision Story Checklist

It is designed to promote movement by:

1. Starting with clear current reality people recognize
- 2. Identifying a real problem or gap**
3. Including a clear belief (what you see differently)
4. Describing a specific future (not vague or generic)
- 5. Making it clear who this is for**

Future Vision Story: What it IS & ISN'T

It is not:

- vague inspiration
- generic motivation
- "I want to help people..."

It IS:

- grounded in reality
- emotionally resonant
- forward focused
- **invitational**

A strong Future Vision Story highlights a real problem, paints a meaningful future, and makes the right person feel, "that's for me."

Why Use a Future Vision Story?

Use this story to move people into action by showing a future they want to step into.

Psychologically, it creates possibility and momentum, making the right person feel:

“I want to be part of this.”

Story Time!

- Share your story
- Pay attention to how it feels

Final thought

“You’re not just describing the future.
You’re inviting people into it.”

Things to try this week.

1. 1st draft with Future Vision Story Builder.
2. Revise your first draft with **some of your actual Future Vision stories.**

Pro Tip: If you get stuck, rewrite a few versions of the two pink sections on slide 10.

Need help? Email me at jenb@storyselling4success.com.

Remember What We're Going For

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

Closing Thought + What's Next

You already have all your stories!
Our job is to bring them into focus.

What's Next for Storyselling Immersion?

