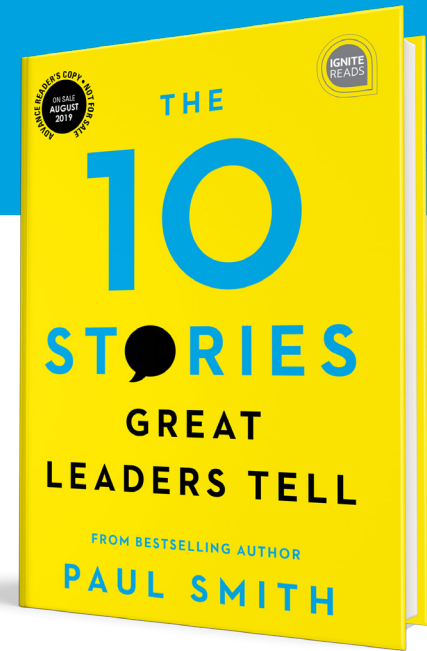


Spark Impact in Just One Hour

Value-Building Experiences
by SimpleTruths.com



A Guide for Business Storytelling:

The 10 Stories Great Leaders Tell
by Paul Smith

Includes printable worksheet for meeting participants
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Every great leader is a great storyteller. You can be a more effective leader by creating compelling stories of your own.

How?

Prior to your meeting, provide a copy of *The 10 Stories Great Leaders Tell* to each meeting participant and request the participants read the book and come prepared for discussion. The book will also serve as a learning tool and a future resource to reinforce training ideas.

Ask these thought-provoking questions prior to discussing the book:

1. How was your company founded?
2. What is your company's mission?
3. What are your company's values?

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Book Discussion Questions

1. Where We Came From

- Have you ever told your company's founding story? If so, how did it go? If not, why not?
- What is the pivotal moment that changed everything for your company?

2. Why We Can't Stay Here

- Think about a change that your company will be going through. Who stands to benefit from this change?
- What will work be like for members of your team once this change is made?

3. Where We're Going

- Does your company have a vision for where it's going? What is it?
- Think about your team – what would a day in the life of one of your team members look like if the vision were to happen?

4. How We're Going to Get There

- Do you know what your strategy is for making your team's goal happen?
- Pretend you're looking back from the future and describe how that strategy led to your success (i.e. a newspaper article looking back on your success).

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5. What We Believe

- What is your company's value statement?
- Go through each part of the statement and see if you can describe a time when someone exemplified that value, or even when someone's behavior showed the opposite.

6. Who We Serve

- Have you ever met with your customers (i.e. on a sales call, on a customer visit, at your store, etc.)? If so, what did you learn? If not, what can you do to make it happen?

7. What We Do For Our Customers

- Is there a story you can share of how you helped meet the needs of one of your customers? If so, what is it? If not, is there someone within your company you can talk to about how a customer's need was met?

8. How We're Different From Our Competitors

- Have you ever used one of your competitor's products? What was the experience like and how did it differ from using one of your products?
- Think about positive customer reviews/comments/stories – what experiences stand out as being different from your competitors?

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9. Why I Lead the Way I Do

- What was your biggest leadership mistake and what did you learn from it?
- What leadership decision are you most proud of and why?

10. Why You Should Want to Work Here

- What made you want to work at your company?
- Why do you stay?



The most important part of being a great storyteller is knowing what stories to tell because those stories will help you get ideas across in a way that will move people to action.

**Innovatively engage your employees
and connect with your customers using
business storytelling.**

Contact us to learn more or tell us about how this Discussion Guide sparked impact for you and your team!

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