



# BUILDING BLOCKS OF YOUR STORY

Let's start with the basics.

## Prior State

Origin Story

How did you get started with your career?

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Why did you pursue your current career path?

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Did you do anything interesting or unusual prior to getting in this career path (e.g. Army, world-travel, business ownership)?

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What was your first big break?

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## Current State

In this section, focus on providing concrete numbers, tasks, and results; communicate your focus and passion.

What is/are your current...

...role?

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...responsibilities?

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...authority?

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...resources?

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...headcount?

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...revenue?

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...cost savings?

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Other:

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## “I’m Kind of a Big Deal”

What value do you provide?

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How do you provide this value?

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What is unique about you?

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What are you passionate about?

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## Humor Me

What is a funny story about you/your career experiences that will provide insight into who you are and will paint an image for your audience?

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## Future State

What do you want to accomplish as your immediate next step?

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What do you want to accomplish in the next 1-2 years?

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# Create Your Pitch

Target Audience

Objectives

Duration

Write out the following component of your pitch on 3"x5" notecards with one sentence each.

Who are you?

Try using action phrases that don't end in a noun. ("I am..."; "I provide...") and try not to label yourself or put yourself in a box.

What are you doing?

Give one sentence about what you do in business. Give a statement of SPECIFIC IMPACT. Give numbers and drop names.

What's your funny story?

Refer to your humorous story from the previous page.

What's your call to action?

- I'm looking to be introduced to...
- I want to serve on the board of...

Dont' forget to ask...

How about you?

