

Once Upon A Time: Telling Our Story

Story Telling for Inspiration and Action

Target your audience

Ask clearly for something specific

Personal stories lead to emotional commitment

Information makes it clear more broadly

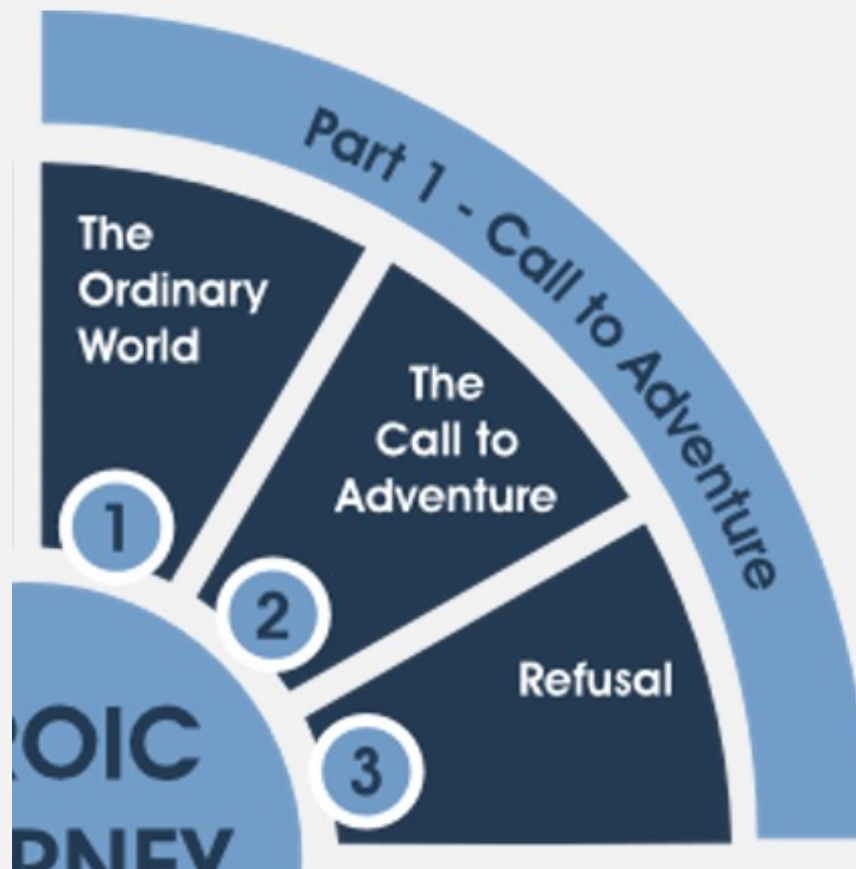
Timely and trustworthy

The Hero's Journey

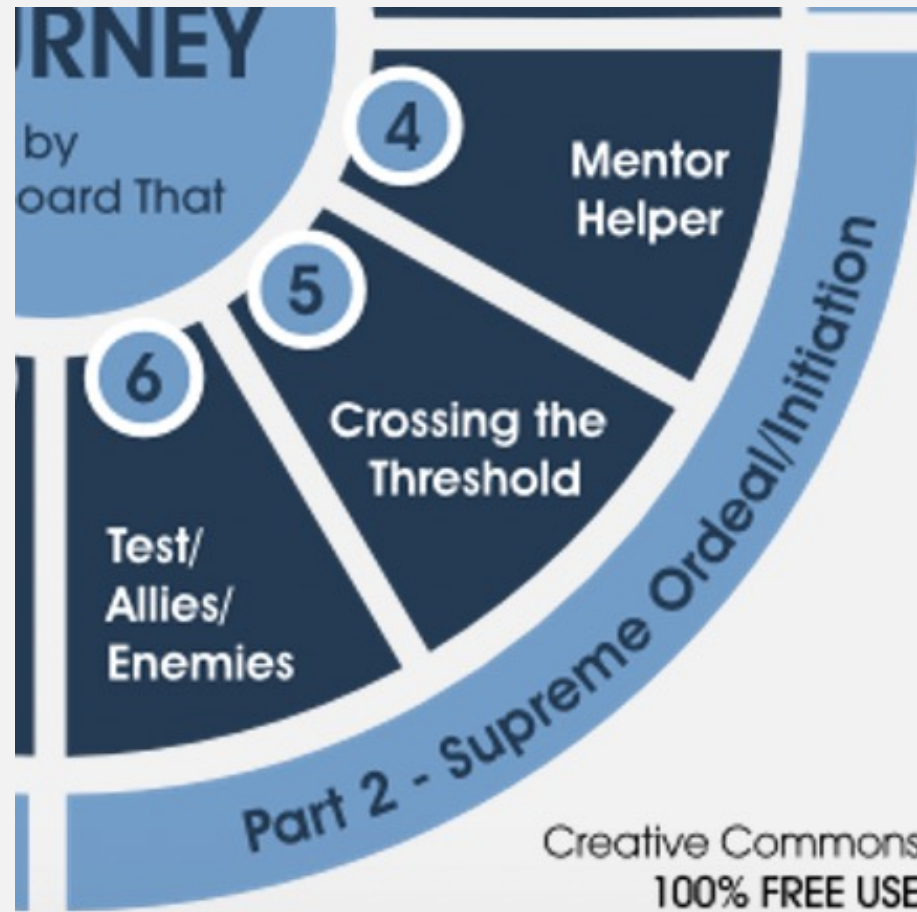


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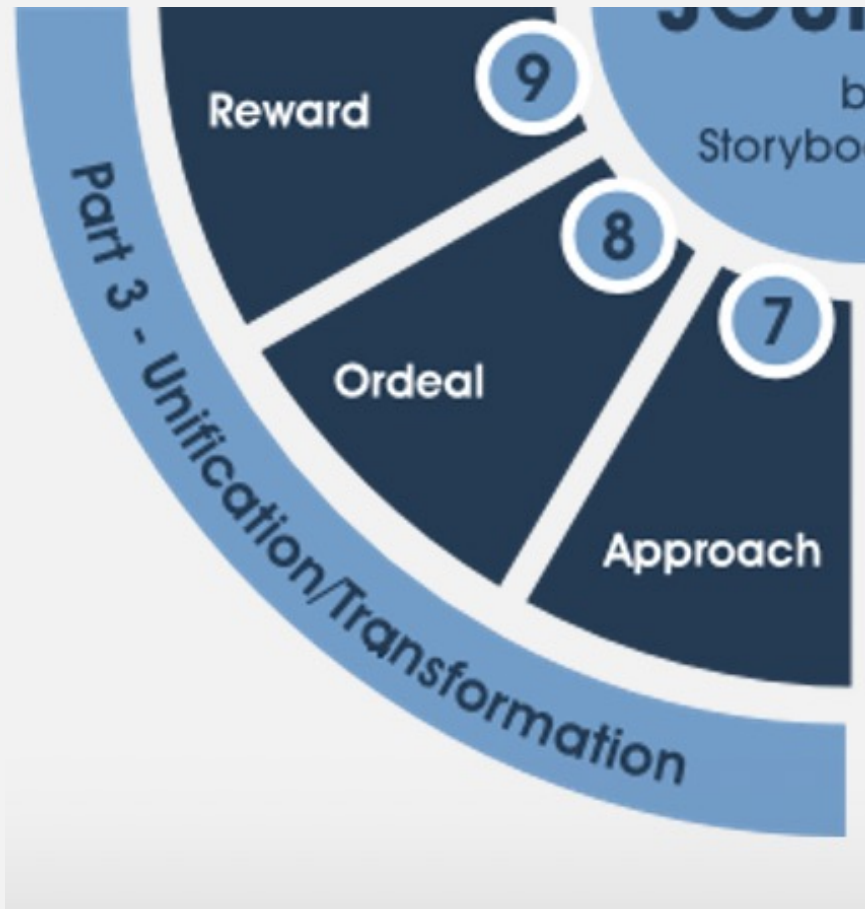
The Call to Adventure



The Ordeal/Initiation



The Transformation



The Return



Let's Look at One We Know

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await it | **CREATE IT™**

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The Call to Adventure



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The Mentor and the Tests



I was just trying to be brave like you

The Ordeal



-You are not the Simba I remember.

-No, I'm not

The Return



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Now Let's Try It

The Call to Adventure

The Mentor

The Ordeal/Transformation

The Road Back/The Return

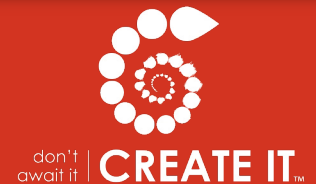


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