



Sharing Your Story to Strengthen Your Leadership

Use this worksheet to structure your personal story using the Challenge-Journey-Impact framework. This will help you craft a compelling, relatable, and inspiring story for leadership and advocacy.

PART 1 - CHALLENGE | The Struggle or Turning Point

Questions to consider: What was the problem or obstacle you faced? How did it affect your life, emotions, or identity? When was the moment you realized things had to change?

Write your CHALLENGE here:

PART 2 - JOURNEY | The Path to Understanding & Growth

Questions to consider: What actions did you take to overcome the challenge? What obstacles did you face along the way? When did you start seeing progress or hope?

Write your JOURNEY here:

PART 3 - IMPACT | The Transformation & Takeaway

Questions to consider: How has this experience changed you? What did you learn that you can share with others? How can your story inspire or educate others in similar situations?

Write your IMPACT here:

PRACTICE

Aim for a 2-minute version of your story.

Share with a partner or group and ask for feedback:

- Was the story clear and engaging?
- What emotions did it evoke?
- Did the story inspire action or connection?



Active Listening In Storytelling

Active listening plays a big role in storytelling as a leadership skill—it's not just about telling a good story, but knowing *which* story to tell, *when*, and *how* it will land with your audience. Here's how active listening ties into it:

Understanding Your Audience

Active listening helps leaders pick up on what's really going on with their team—what people care about, what they're struggling with, what motivates them. That insight helps shape stories that are relevant and emotionally resonant.

Building Trust

When people feel heard, they're more likely to trust the storyteller. Leaders who listen well earn the right to tell stories that guide, inspire, or shift perspectives, because they've shown they're in tune with others.

Choosing the Right Message

Active listening reveals the tone, values, and themes that will connect best. A leader might hear frustration, hope, or fear in a conversation and use that emotional cue to share a story that either calms, empowers, or challenges.

Creating Dialogue, Not Monologue

Great storytelling in leadership invites engagement. Active listeners don't just *tell* stories—they *co-create* meaning. They listen for feedback, questions, even silence, and adapt accordingly.

Reflecting Back

Sometimes, the most powerful stories a leader can tell are ones that reflect back the team's own experience—putting their challenges and wins into a broader context. That kind of reflection only comes from deep listening.