How to tell the stories that enrich, empower and save lives.
Why stories?
Humans have told one another stories from the beginning. It’s how we survived and thrived. Scientific evidence amply demonstrates that we are hardwired to listen and learn from them. Stories reduce distance between people and connect us in the moment. When you tell purposeful and personal stories, you change the communication dynamic from the hierarchy of boss and employee, master and servant, teacher and student, and parent and child, to equals.
The power of stories is how they can unite people in a common purpose, bring them to agreement, and inspire them to act.
If stories are the most compelling and powerful tool in your communication arsenal, what stories do you tell and how well do you tell them?

Introducing Story Power
Story Power is an intensive workshop that culminates in participants sharing a three minute story.
The workshop introduces you to skills that not only make you a compelling storyteller, but enrich all forms of your communication, verbal and written.
It starts with clarity of purpose and intention for your story, which focuses on the outcomes that can best serve your listener.
You’ll also learn the ten most common communication traps and how to avoid them when telling your stories.

Story Power framework
Through the Story Power framework, you learn a simple structure you can use over and over to craft your narrative.
You also learn:
• What makes a good story
• Context for telling story
• How to create the content for story
• How to structure and craft a good story
• How to weave story into a talk, presentation or pitch
• Why and how to become a story gatherer
• Authentic voice and delivery skills.

Benefits of Story Power
By working through the Story Power workshop, you:
• build your self-confidence as a communicator
• learn how to use story to convey powerful and purposeful messages to your colleagues, teams, and customers
• extend the range and depth of promotional opportunities for your personal, business, or organisation’s central messages
• build a repertoire of personal memes, stories, and insights
• expand your catalogue of expert commentary.
The Story Power framework

1. CLARITY
   - Purpose?
   - For whom?
   - Intention?
   - Value?
   - Theme
   - Story Topics
   - Insights
   - Key Messages
   - Vital Points
   - Idea to Share
   - Deep Memory & Current Experience

2. CURIOSITY
   - Question
   - Explore
   - Filter
   - Reflect
   - Discard
   - Truth
   - Problems
   - Solutions
   - Other Stories

3. CRAFT
   - Structure
   - Language
   - Authenticity
   - Threads
   - Vignettes
   - Loops
   - Impacts
   - Editing
   - Stories that engage, connect, & build trust

4. PRESENT
   - Practise
   - Present
   - Tell or talk
   - Gift
   - Those who tell the stories rule the world. PLATO

Those who tell the stories rule the world. PLATO
What others say

**WHY YOUR STORY MATTERS participants**

I now realise my story does have a purpose to impact and change lives, so that’s exciting.  **Jenni Kipouropoulos**

Sandy provides a wealth of information and transmits it in such a caring, articulate way. Her methods are easily understood and able to be adopted easily into your story telling tales. **Jo Kingwill, Marcomms Manager, Lardner Park**

Sandy creates a wonderful environment that lets the stories flow out of you, even ones that you didn’t know were there. She shows you how to harness these stories and apply them to a purpose. A really great day that makes you more aware of your own capabilities. **Kimberley Henman, Victorian Farmers Federation**

**POWER PITCH AND PRESENT WITH INTENT training**

Sandy and Roger delivered an excellent day’s training for a group of PhD students working in audiology. The content was varied, fun, always challenging and pitched perfectly for the audience, and as the day evolved our students grew in confidence and skill. **Jane Sewell, HEARing CRC, University of Melbourne**

Sandy spent a day with our very sceptical PhD students. Within that short space of time she won them over, and transformed their typically very academic talks into passionate, engaging presentations to industry. Sandy’s guidance and enthusiasm transformed the way we now talk about our research. **Nathan Quadros, CRC for Spatial Information**

It was a fantastically hands on workshop and they all finished with a pitch that they could use and reuse in different ways. I was blown away with how much progress can be made in such a short space of time with the right insights and coaching expertise, and Sandy has this in spades … she has a rare ability to inspire people. **Jacqueline King, Excellerate Australia**

Sandy captured the hearts and minds of 1500 people, shared a deeply profound message and ended with a standing ovation any speaker would be proud of. **Jon Yeo, TEDx Melbourne convenor**

**About Sandy McDonald**

Sandy McDonald is an author, TEDx speaker, facilitator, and communication coach. Sandy works with individuals, business owners, executives, professionals, and academics to bring clarity into their complex communication world, on and offline.

She is the director founder of *Why Your Stories Matter*, *Get It Right Online*, and founder of the charity, *CreateCare Global*.

After 22 years running a successful marketing communication company, she used purposeful storytelling to start a global community that comforts and raises awareness of millions of African orphans.

She believes that stories told from clarity of purpose, principles, and intention, spark a passion to change the world. Her book, *Get It Right Online*, details how.

**About Roger McDonald**

Roger McDonald’s career began as journalist and editor in southern Africa.

Returning to Australia in the 1980s, he has run marketing communication businesses for nearly 30 years. He specialises in online and offline content origination and has written and edited many books, e-books, and articles across a wide spectrum of subjects.

His latest development is an intensive workshop, *Write Now!* which teaches or refreshes professionals who rely on written pitching and persuasion for their living.

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