

THE STORY WHISPERER

YOUR STORY MATTERS

Uncover it.
Make it irresistible.
Leverage it.
In 150 minutes.



Sandy McDonald
©2021

YOUR STORY, IN YOUR WORDS

THE STORY WHISPERER

A window into your past and passport to your future.

You have a story

It's in your head, wound around everything that you are, do, believe in, love, feel passion for, have achieved, and want to achieve.

It's weaves through the people you've worked with, and the people you've yet to, your clients, and partnerships.

It's in what you've learned through your challenges, struggles and set backs.

It's in the intersection of your experience, expertise and skills.

It manifests most powerfully in the insights you've gained through these intersections and the application of them in your work.

It's all there, just waiting to be 'whispered' into existence, crafted, shone and polished to become an irresistible story. Your story.

How?

First, you capture the essence of your business in a preparatory document.

Then we meet online for a short but intense *Story Whisperer* session in 150 minutes. During our time together, through careful listening and questioning, we explore your:

- purpose, principles, people, and proposition
- your critical thinking and insights into your people's problems and your solution for them.

Your story arc

Now we can uncover *the* story that will best illustrate your answers.



Using a story arc format, we travel through the concept, what happened to kick it off, the journey, the resolution, and the idea worth sharing.

We weave in your insights to build your credibility and authority.

Throughout, there is the opportunity to explore your 'micro stories'— those vibrant snippets that colour and bring personality to the work you do, and tap into emotional rapport and recall.

We seal it with an appropriate call to action.

Finally, we look at how you can use what you have uncovered to craft a powerful presentation, a perfect pitch, or for those sharp, but profound insights you can reach for when someone asks you why you do what you do.

Investment

A *Story Whisperer* session is \$540 inc GST.

If you wish to continue to hone and refine your story, we arrange additional sessions.

To book your *Story Whisperer* session

Email sandy@sandymcdonald.com or call

0408 935 905

WHAT OTHERS SAY ABOUT YOUR STORY WHISPERER

Before I joined the *Changing Stories membership program*, I knew what I was doing in my business, but couldn't clearly articulate WHY I was doing it. Being able to explore the principles and purpose underpinning my work in a safe, supportive space has been like finding hidden treasure. It was there all along, I just couldn't see it! Sandy embodies thoughtful consideration, gently challenging assumptions and always seeking clarity. It is an honour to work with her. I can see the benefits of applying my new-found understandings to my messaging, to the clarity of the stories I share and to the structure of the book I am writing. If I am Luke Skywalker in this Hero's Journey, then Sandy most certainly is Yoda! **ELIZABETH DIACOS, CAREER TRANSITION COACHING FOR EDUCATORS**

I took part in an online course, *Changing Stories*, and not only really enjoyed it, but found it of great value – both personally and professionally. Through excellently delivered videos, online group discussions and exercises, Sandy gave us an understanding of the science of storytelling and why story is so powerful as a means of communicating clearly and coherently to build trust, understanding, collaboration and, ultimately, to bring about change. As a group we explored our 'Why', our purpose, and learnt to craft compelling stories to communicate our messages, values and experience. We learnt to mine our lives for the stories that have shaped us. My antennae are finely tuned to story: now I'm hearing stories everywhere. Never has there been a better time to explore story as a means of achieving positive change. Highly recommended. **CHARLOTTE FRANCIS GRANTWRITER**

Sandy is someone you want to have in your corner when searching for that elusive CLARITY! Sandy coached me over a three month period to help me cut through the fog of my ideas and pin down the ones that contributed the most to my mission to bring Impact Spending to the world. She pushed me hard but always with great compassion and I left every session feeling energised and with a list of actionable insights. Sandy's experience as a speaker was also hugely beneficial in helping me script and prepare for an important keynote opportunity to share my message. **MATT PERFECT, FOUNDER, IMPACT SPENDING**

My eyes have been opened to the under-recognised power of story to influence and excite. It has changed the way I communicate through all means, whether this be in patient interactions, teaching, presentations, social media or grant applications. Story power is a tool that can deeply enrich understanding and empower change; quite possibly my secret key to success!

DR ADA CHEUNG, THE UNIVERSITY OF MELBOURNE



Sandy McDonald

Sandy is an author, TEDx speaker, trainer, and storytelling communication coach.

She has trained and coached hundreds of business owners, professionals, and academics to bring clarity and light into their complex communication world, and affect transformation through purpose-driven contextualised storytelling.

She is the founder of *SandyMcDonald.com* and Australian charity, *CreateCare Global*.

After 32 years running successful marketing communication companies, she used purposeful storytelling to start a global community that has worked for 13 years to support orphaned and vulnerable children.

She believes that stories told coherently from clarity of purpose and principles act as a conduit to curiosity and truth seeking, fuelling the energy to enrich, transform and save lives. Her book, *Clans, Supercharge your business*, details how.



SandyMcDonald

CONTACT

e. sandy@sandymcdonald.com

w. sandymcdonald.com

m. 0408 935 905