



STORYTELLING INFLUENCE, AND NETWORKING

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November 8, 2017

Stories are one of the most effective forms of social currency. Why?

Stories:

build powerful connections between ideas, people, and action

give context and understanding to information

generate urgency and motivation

create value

Good storytelling is an experience for the listener

when done well, they're "watching" something happen to you.

A good story invokes a visualization that allows the listener to feel like they're actually seeing and experiencing what's going on in your narrative.

People may trust
facts...

BUT THEY

REMEMBER

STORIES

Your personal brand story should be succinct and captivating. It needs to make you relevant, make you powerful, and inspire your audience to act. To accomplish these lofty goals, your personal brand story needs to achieve five things. It must:

Describe the future

Convey relevance

Lead people through a thought process

Create an emotional connection

Differentiate you

Describe the future

Your story shouldn't be a recitation of your history -- rather, you need to frame your experiences as a story about your future impact.

It emphasizes where you are going and why you are the person who will successfully get there.

Convey relevance

Your story isn't really about you.

**It's about how you are going to
help your audience.**

**It's about what they get from
having a relationship with you.**

Lead people through a thought process

Your story walks people through a learning curve, where they find out important pieces of information about you (and your values, talents, and experiences), and develop an understanding of how that will impact them.

Create an emotional connection

Beyond educating, the best stories forge a bond between the storyteller and the audience.

Whether through vulnerability, candor, or shared experience, stories where the audience walks away with heightened emotional intimacy are the stories that win.

Differentiate You

No matter what the situation, chances are there are 5 or 500 “competitors” who are also qualified.

Personal brand stories that differentiate, that explain exactly why you are the best choice, are the ones that are remembered.

When crafting your personal brand story, here are some questions to ask yourself:

- Describe the path you took to get where you are today.
- What values do you hold close?
- How can you set yourself apart and succeed in your career?
- In a social setting outside of work, how do you respond to, "What do you do for a living?"
- If you could have a room full of hand-picked customers, clients, audience members, who would they be?



The best thing about crafting your personal brand story? You can't really do it alone, nor should you.



-Talk with someone successful in his/her career (and, ideally, your career) who can understand your background and ask you questions.

-You need someone to ask you tough questions about your experience and accomplishments to give you ideas on how to position and differentiate yourself.

Telling your personal story is powerful.

Find a compelling way to communicate what sets you apart from others. Entertain, engage, and be authentic.

Communicate how your experience, talents, skills, and attributes add value for your audience.

Create the emotional connection in explaining how you got to where you are today, and where you know you want to go.

Let's talk about what "telling your story" means:

- It's how you answer "how are you?"
- It's a hallway conversation starter
- It's what you write in a cover letter/email
- How you choose the activities you choose

And, here's the kicker ... your personal brand story is best when it's about other people, events, and ideas, rather than yourself.

THAT makes you an influencer.

WHAT THE.....

My personal brand
story isn't necessarily
me talking about
myself?

I'm so confused.
I hate you.



Make Your Story About Impact and Value

Not Great:

Lisa Witmer is a speech pathologist.

She received her B.A. in Speech Sciences from University of Central Florida and her Master's from Howard University.

She has been a speech pathologist for 11 years.

Prior to her work in this field, Witmer worked at a healthcare nonprofit, and is now at MedStar Health. She enjoys the speech-language field because she likes people.

Make Your Story About Impact and Value

Better:

Lisa Witmer's 11-year commitment to empowering others through speech and language therapy has improved the lives of more than 2 million children in rural, underserved communities across America.

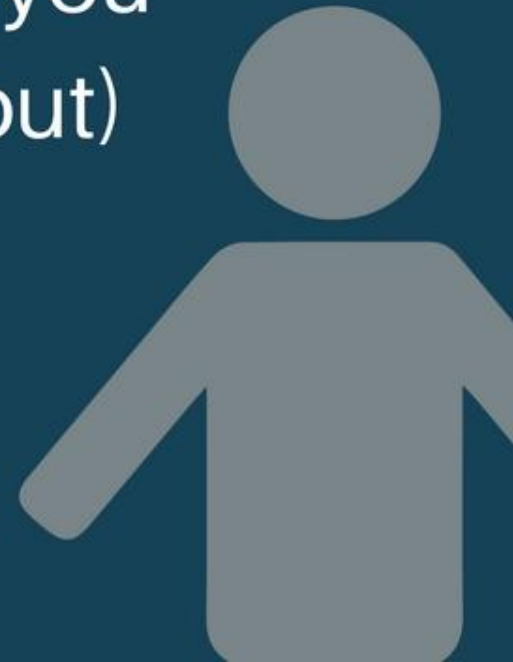
Lisa's innovative and interactive Medicaid/CHIP seminars have been lauded by three governors, and she was the driving force behind Mississippi's 300% increase in children receiving therapy to be ready to start kindergarten on time.

Lisa is an engaging and entertaining speaker, and she enjoys working with communities on creating school-readiness initiatives.

Assignment: Tell Your Story in a Bio That Pops!

Step 1:

Write down 2 accomplishments you are proud of (and can "brag" about)



Assignment: Tell Your Story in a Bio That Pops!

Step 2:

What was the impact of each of those accomplishments?

What were the outcomes or results?



Assignment: Tell Your Story in a Bio That Pops!

Step 3:

Why are you the best person to help tell the story about your career field and why it matters to others?



Assignment: Tell Your Story in a Bio That Pops!

Step 4:

What action do you want to inspire others to take?



Assignment: Tell Your Story in a Bio That Pops!

Now:

Write a short bio for yourself, showcasing the impact your work has on others. and the value you bring -- meaning -- why are you qualified to talk or write about what you do?



What's Your Story?

Know your audience: customize your story for the audience you're telling it to. Make it relevant and relatable to their needs, not yours.

Know yourself: Use your story to show the person behind the accolades; you're more than just your job title.

Kill the jargon: Use plain English, and have friends outside your field read or listen to your stories to see if they're understandable and relatable.

- What are your audience's goals?
- What are they trying to accomplish?
- What is the problem they're trying to solve?

**What's in it for me?
(Not you ... your audience)**

Where is there common ground?

How can you be curious and interested in their work?

What insights do you have that others don't?

How can you help them achieve their goals?

STRETCH

Stand up!

Tilt head to the right, to the left.

Inhale as you bring your arms up ...
Exhale as you slowly lower them.

Building a foundation for influence

Who are you?

- Apart from your job description, who are you?

What's your value?

- How can you make your story about your work's impact on other people? How can you be a resource for others?

How do you talk about yourself?

- How can you be memorable and relatable?

Where are you?

- Are you easy to find online, in person, through others?

Perception is Reality

We are judged by:

- what shows up in a Google search of our name
- the clothing we wear and our body language
- whether or not we deliver on our promises
- our social media presence
- how we behave and interact with others
- what we do in public (and in private)
- what we do for others
- whether or not we are thoughtful and authentic
- how we handle ourselves when we screw up

Mind The Gap.

There will sometimes be a gap between how you want to be perceived, and how you really are perceived.

The goal is to maintain a very narrow gap.



What should we be thinking about when it comes to others' perceptions of us?

What do I want to be known for?

What qualities do I want people to associate with me?

What's the first thing I want to have pop in someone's head when he or she hears my name?

When it comes to basic perception,
we learn **who people think we are.**

Beyond that, we have to ask ourselves
where we add value -- those **distinct things**
that allow you to be memorable,
and position yourself in the marketplace.

What is a personal brand?

Your brand is **what people say about you** when you're not in the room.

Your brand is **being who you are** with distinction, relevance, and consistency.

Your brand consists of **reputation and reach**, and must be **authentic and consistent**.

Your **words and actions** define your brand.

Your personal brand helps build **trusted, valuable relationships** and allows you to **make a meaningful difference** in the world.

Be a Good Communicator

- 1) ***Share what you know***; communicate your areas of knowledge, expertise, confidence, and insight.
- 2) ***Create a strategy for curiosity***, thoughtful discussion, information consumption and sharing.
- 3) ***Be an active listener***; listening is not the same thing as waiting for your turn to talk.



BREAK

See you in 15 minutes!

In Small Groups

You have 4 minutes.

Find something different you have in common with each person in the group.

(Can't use: affiliation with ASHA, career, school, gender, age, laptop/phone brand)

HELLO

MY NAME IS

What is networking?



Networking is an
information exchange
between you
and another person.



It's a ****give-and-take** process of meeting and
connecting with people, with a goal of building
lasting relationships.



Networking can be *learned, practiced, and*
improved over time.

**notice which word comes first?

Networking is not:

- Reaching out to people only when you're looking for a job.
- Collecting the most business cards at a conference.
- Launching into an uninvited sales pitch about yourself.
- A one-way street where you ask people for things.

**ADOPTING A NETWORKING LIFESTYLE — THE HABIT OF
CONNECTING AND HELPING OTHERS AS PART OF YOUR
EVERYDAY LIFE — WILL HELP YOU:**

- **develop skills;**
- **reach your goals;**
- **find meaningful work;**
- **make valuable connections;**
- **feel good about helping others; and**
- **stay focused and motivated when times are tough.**

**Never underestimate an opportunity to make a
connection.**

Who's in your network?

*Everyone you know
that likes you and respects you.*

→ Defining your network is easy, because you know more people and have access to more people than you think you do.

Lifelong Homework: Make a list of the people in your network

→ Your network is bigger than you think it is.

Write down the names of everyone you know who likes you and respects you, and you'll be surprised at how quickly the list grows.

I'm actually really serious about you doing this.

At first, it will feel like an arduous task ... and after about 6 minutes, you will want to stop, and you'll think, "Carol is insane; I really don't need to do this."

Trust me, you do.

The Five Most Important People You Need in Your Network

- **Who is your *supporter* in good times and bad?** Who can offer emotional support as you work toward your work and life goals?
- **Who is your *cheerleader*?** Who understands your goals and can inspire you to achieve them? Who can inspire others to help you?
- **Who is your *planner*?** Who can help you plan for the future?
- **Who is your *employment expert*?** Do you know a professional in your current or future field who can advise you?
- **Who is your *coach*?** Who will be honest with you, kick your butt, and make positive suggestions to help you improve?

Then, take a look at everyone on your big master network list, and ask:

Is this someone who...

- I can collaborate or share something with?
- I would feel good helping?
- Can learn from and be inspired?
- Has experience I want to ask about?
- Is authentic?
- Has a good network to tap into?
- Understands and values my experience and offerings?

QUALITY > QUANTITY



THINK ABOUT YOUR NETWORK'S STRENGTHS,
WEAKNESSES, AND OPPORTUNITIES:

- Can your network adapt to your needs and your future goals?
- Are certain connections taking more than they give?
- Do you have contacts from a broad range of your life experiences?
- Do you trust your network to give you the truth about the real you?
- Does your network challenge you as much as it supports you?
- Does your network represent your future goals as much as your past?
- Are the networks connected to your network strong?

After you've answered those questions...



FILL IN THE GAPS



**Do a network gap analysis -- think about the
influencers, decision makers, and the
positions and people you need and want in
your life
to make things happen.**

Tips for strengthening and growing your network

THINK ABOUT WHERE YOU WANT TO GO.

Your network should reflect where you're going, not just where you've been. Ask those in your trusted inner circle to help you fill in the gaps.

MAKE CONNECTING PART OF YOUR LIFESTYLE.

Connecting gives you confidence. Once a week, find someone to connect or reconnect with: ask how they're doing, and ask how you can help them.

BE CURIOUS.

Learn and (if you want) create content along the way, reach out to experts and influencers, ask questions.

ASKING FOR HELP: BE SPECIFIC

DO NOT SAY:

"I'm looking for a job. Will you let me know if you hear of anything?"

"Can I pick your brain?"

"Could I set up an informational interview?"

GENERIC REQUESTS MEAN YOU DON'T KNOW WHAT
YOU WANT,
AND IT WOULD BE A WASTE OF TIME TO MEET WITH
YOU.



**Skills and Tools
for Effective
Networking**

Attentive listening

Recognizing and using nonverbal cues

Managing stress

Emotional awareness

Assignment: You Will Be Found

Networking Jumpstart!

Twitter: Do you Tweet about your chosen career field? Do you share interesting articles? Do you follow experts in the field?

LinkedIn: Do you have a LinkedIn profile? How do you talk about your career field on LinkedIn? Do you blog there?

Conversation: Prepare 1-2 sentences you can drop into conversation about your work in this field.



Networking Crash Course: Offer help

- 1) In groups of 3 or 4, talk about your professional and personal goals.**
- 2) Offer to help one another. Be specific with what you need and can offer.**
- 3) Email one another to affirm your commitment to helping, and assign a deadline by which you will complete it.**

In Summary:



The Ten Tenets of Successful Networking

1. **Give more than you expect to get.** What you do for people when you don't need anything in return speaks volumes.
2. When meeting new people, don't launch into an "elevator speech." Instead, **be interesting and engaging.** Have a conversation. Ask: What have you recently read? What are you most excited about at work right now? Any fun vacations coming up?
3. **Be authentic.** Be who you are.

4. **Listen actively.** Learn people's names, make eye contact.
5. **Follow through** with what you've offered to do for someone.
6. Look for ways you can regularly reach out and **build a reputation of being a resource for others.**
7. **Be specific** in your requests when asking for something. Do your homework and clearly articulate your need -- a reference; their insight on an issue; a referral; an introduction to someone?

8. Have a system for tracking contact information and notes. Keep it up to date.
9. Be considerate. Be mindful of others' time. Be mindful of your own time. In general, just don't be a jerk.
10. Say thank you. Always, always say thank you.