



Purpose

Creating your leadership story should serve several purposes. It is an opportunity to reflect upon formative experiences considering where you are now in your career. Sharing your story with colleagues is a way to get to know them in a deeper way, while simultaneously getting feedback on how to best express yourself. Sharing key anecdotes in your leadership story with colleagues will help you to best connect with others and will become especially important to do as you take on greater or new leadership roles.

Preparing Your Leadership Story Components - Key Elements and Considerations

Key Element: Your Core Values

What are you most passionate about in life and why?

To what extent have the values of the people in your life, your religion, your education, etc...impacted you?



Key Element: Your History

Be sure to include critical experiences and people who shaped your core beliefs and personal characteristics. Stories and examples of growing up should not just be isolated events, but should be tied together with some type of structure to help the audience understand the connection between events, how they contributed to who you are today and in particular, what leadership traits you learned.

Key Element: Your Leadership Strengths

Done appropriately, within the context of your story, you should sing your own praises and highlight your successes, accomplishments and wins. It is much better to focus on pivotal experiences than try to mention all of your jobs.





Key Element: Turning Points

Draw upon examples from your personal and professional life to highlight key turning points or pivotal experiences that changed how you saw yourself or where you wanted to go in life.

Key Element: Your Job Today and/or Your Future Dreams

What does all of this mean to you? What would make you the proudest in the future?



Key Consideration: Timing

You risk losing your audience's interest with a story that is too long. Thus, keep your leadership story to a maximum of 12-15 minutes.

Key Consideration: Presentation Style

Avoid the use of technology, including PowerPoint, audio or photographs. Sharing your leadership story is meant to prepare you to have impromptu conversation with your colleagues about what inspires you to do this work.



Key Consideration: Engaging Introduction and Conclusion

Your audience will most frequently remember your introduction and conclusion more than any other part of your story. Your introduction could begin with a quote, story, anecdote, or similar "catchy" way to engage your audience. If you use this technique, the intro should be emblematic of a theme that runs throughout your entire story. Wrap up with something that elegantly summarizes what you want your audience to remember most.