

Leadership Story

What's Your Story?

by Herminia Ibarra and Kent Lineback



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Leadership Story

CEOs who take time to personalize the story of the transformation can unlock significantly more energy for it than those who dutifully present the PowerPoint slides that their working teams created for them.



Developing Your Story

- Tailor to your audience
- Engaging Introduction
- Personal History
- Professional Experiences (don't go position by position in depth and too many details or names are confusing)
- Job Today and/or Future Dreams
- Conclusion

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Developing Your Story

- Three stories
 - Your story
 - The story of the district
 - The story of how your audience fits in and can help
 - Create an on-ramp for them to join you on your journey

What's
Your
Story?

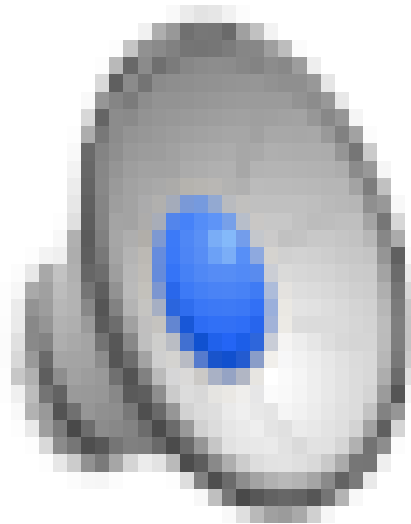
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Developing Your Story

- Is there a main topic you want to focus on?
- Why do you do the work?
- What moves you to do the work, was there a formative moment?
- Did you overcome an obstacle that has driven you?
- Did a teacher or student motivate you?
- What are key details you want to share?

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Example





Thank You!



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