

What's your story?

September 21, 2020

Dr. Catherine Matthews
Assessment & Research



Start with the “why?”

Every chance you have to speak to a group of people is a precious chance to communicate your mission and vision. It is a chance to communicate your why. That is what people care about:

- Why do you do this work?
- Why should we follow you?
- Why should we trust you?



Who are you?

- What is the defining moment that put you on the path to becoming a school leader?
- What is the recurring experience in your life that reinforced your commitment to this work?
- What is the touchstone you return to when this work gets really hard?
- What is your compass?
- Not your resume, job history, education history
- Not an interview, but inspiring your stakeholders



When?

- Transitions
 - but not just transitions!
- When someone says, “Could you say a few words?”
- When you want your audience to reconnect with their why
- When you need to connect with your audience
- When you need to inspire, motivate, challenge.



How? Key Elements

- It is the story of an event that shaped you and brought you to this place. Not just an interesting anecdote.
- Tag line: Say it early and often. Say it with feeling.
- No notes- this is your story. You should know it.
- Keep it tight. Do not meander.
- It is not your resume or life history. Interweave elements naturally and for a purpose.
- Find an on ramp to your story
- Start graciously
- Leave them wanting more
- Practice with potential (imaginary) audiences

