

Leadership Storytelling Heuristic:

When you want a message to stick, introduce it through a story people will remember.

Leadership Storytelling Heuristic:

When you want to introduce a change, pitch it in the context of your team's story together.

Leadership Storytelling Heuristic:

**When you want to
humanize
someone, get to
know their story.**

Leadership Storytelling Heuristic:

**When you want to
inspire people to do
something hard, tell
the story of why it
matters.**

Leadership Storytelling Heuristic:

To understand what cognitive diversity someone can bring to your team, have them share their story.

(And share your own story to help them be comfortable doing so.)

Leadership Storytelling Heuristic:

If you want to build trust with those that follow you, tell stories that illustrate your principles.

Leadership Storytelling Heuristic:

**Paint your vision of
the future as a story,
not a list of features
or accomplishments.**

Bonus Storytelling Heuristic:

When you don't want people to make up a story, tell them what the real story is.