



TELL BETTER STORIES

A tool for leaders

Inspired by the storytelling methodology of Kindra Hall, author and storytelling expert

Stories are not just for campfire conversations or sermon illustrations; they are one of the most powerful tools every leader has in his or her arsenal. This tool is designed to help you to mine great stories, craft them, and then find meaningful outlets to tell them for maximum impact.

MINE your Stories

First, carve out an intentional, distraction-free block of time for journaling and prayer. Jot down memories and quick impressions; let them flow before worrying about form or relevance. Use the following story categories for brainstorming purposes:

- **Core Values:** What do you stand for (e.g., integrity, compassion, faith)? Think back to when each value was learned, tested, or embodied by someone else.
- **Key People:** Who influenced your faith journey—mentors, friends, family? What pivotal conversations or defining moments changed your perspective?
- **Life Experiences:** Reflect on milestones (both triumphs and trials) in each season of your life. Look for times God showed up unexpectedly, faith was tested, or failures led to growth.

After brainstorming, circle or highlight the story that stirs your emotions or convictions most deeply and transfer the subject of the story and a few key details onto this page:

CRAFT your Story

Use a Clear Narrative Structure (Normal → Explosion → New Normal)

Normal: Briefly establish the setting and characters.

Explosion: Reveal the conflict, turning point, or challenge that changed everything.

New Normal: Show the resolution or transformation—how things (or you) changed.

Include Four Essential Story Elements

Identifiable Characters (make them relatable rather than perfect)

Character	Descriptions of relatability

Authentic Emotions (don't just state facts, describe how they/you felt)

Emotion	Descriptors of how you felt

Specific Moments (use vivid, concrete details to draw people in)

Moment	Compelling details

Meaningful Details (stick to details that directly support your key message)

Details	Connection to key message

Put it all together

Using the Narrative Structure and Story Elements write out your story or record it audibly to your notes app so you can practice and polish the finished product. Most stories should be no more than 3-5 minutes and should clearly state the main point or takeaway at the end.

TELL your Story

Decide on the Setting and primary Audience in which to tell your story:

- Staff Meeting
- Vision Meeting
- One-On-One Check-in
- Pastoral Care
- Small Group or Discipleship Conversation
- Sermon Illustration
- Social Media
- Other _____