What makes a **BRAIN UNLOCKING**



STORY!

Great stories are
TOLD: NOT REPORTED



We are not **reporting** the News!

It's not just a **series of events**

The **Pitch Story**© Framework

It's all about a **PERSONAL TRANSFORMATION**



HOLLYWOOD!
A Mentor?

A Moment of Truth

Reflection on who you really are, and why

Beliefs and Values are formed/surfaced/ re-enforced

A Decision is Taken

Action follows

Results

Learn from the Experience, reflect on the transformation

Vision of where it takes me in the future



Great stories start with
A MOMENT OF TRUTH

Something **significant** happens

Some level of **detail** helps
create **Clarity,** or even **Tension.**


Great stories include
A BARRIER



Great stories include **A BARRIER**

What happens creates or highlights a **barrier** between **you** and your **goals**, your **expectations**


TEDx
UniversityofNevada
UniversityofNevada
BILL
ECKSTROM

Often it's about

VULNERABILITY

"This touched on my biggest weakness..."


TEDx
Zaragoza

Great stories bring

BELIEFS & VALUES TO THE SURFACE

What do you **stand** for?

How was that **formed?**

Family? Upbringing? A **Moment** in School?

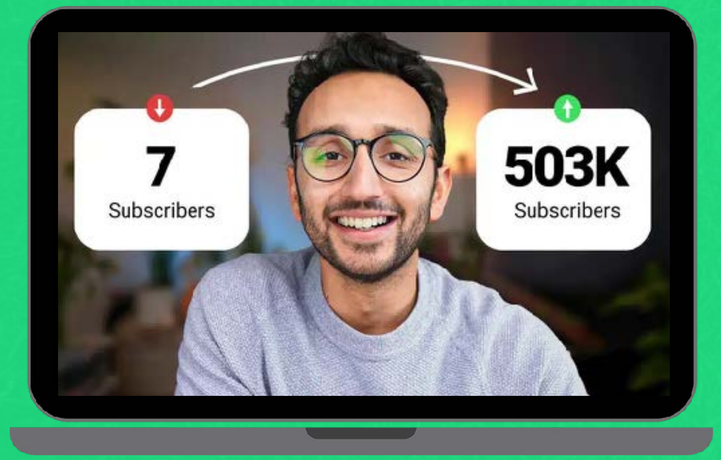


Balder Bomans:

Crypto/Blockchain Investor

Was there a
MENTOR WHO GUIDED YOU?

This is optional - very Hollywood,
Mr Miyagi - but a Mentor could be;



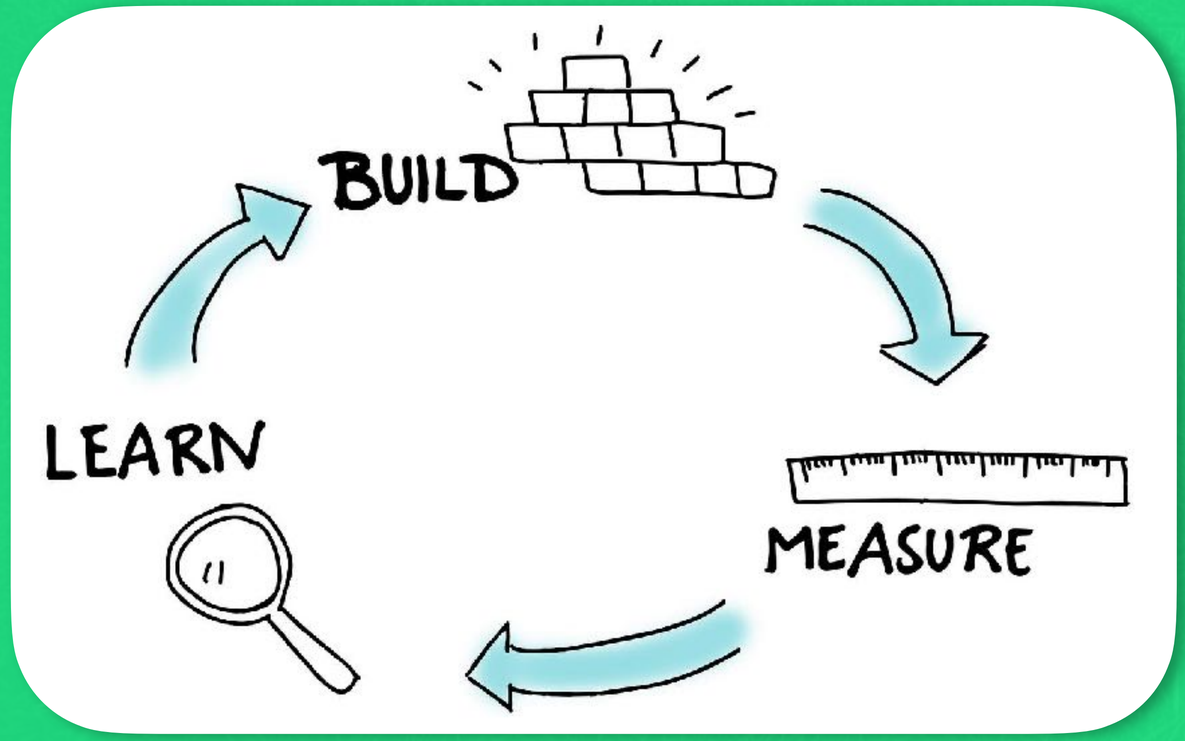





Great stories include
A DECISION
The Moment of Truth
leads to a **Choice**
Left or Right, Up or Down
Backwards or Forwards


Great stories include
ACTION: NEXT STEPS
You put the decision -
based on your **Values** and
Beliefs - into **Action**

Great stories include **RESULTS**



Perfect?
Partially good? **Terrible?**

You knew it was the **right path,** you just needed to improve the process… and you **Go Again**

Great stories include **LEARNING**

A reflection occurs to solidify your **Beliefs** and **Values**

"What I learned is…"


Great stories share a
VISION FOR THE FUTURE
Could be a 'Big World Vision'
In this case: it's a
Personal Vision of your Future Leadership
What will change/be re-enforced/enhanced
in the way you lead in the future?