



Checklist 7: Utilizing Stories

This checklist allows you to assess your proficiency and identify areas for growth in storytelling within conversations:

In Conversation, You Can:

- Initiate by seamlessly beginning a story.
- Share anecdotes that steer the conversation in your desired direction.
- Craft stories that resonate with the experiences of your listener.
- Engage your audience with compelling storytelling.
- Employ the technique of an extended quote.
- Recognize opportunities to use stories or metaphors to circumvent logical objections and bypass conscious resistance.
- Counter a narrative twist from someone else by interjecting with an alternative story.

For Yourself:

- Derive insights and lessons from the stories shared by others.
- Apply guidance from hypothetical scenarios or characters.