

# Story

The most powerful way to spread ideas.

## 1. Hero

Meet [hero]. She's just like you.

## 2. Dream

She dreams to ...

## 3. Wall

She's blocked by ...

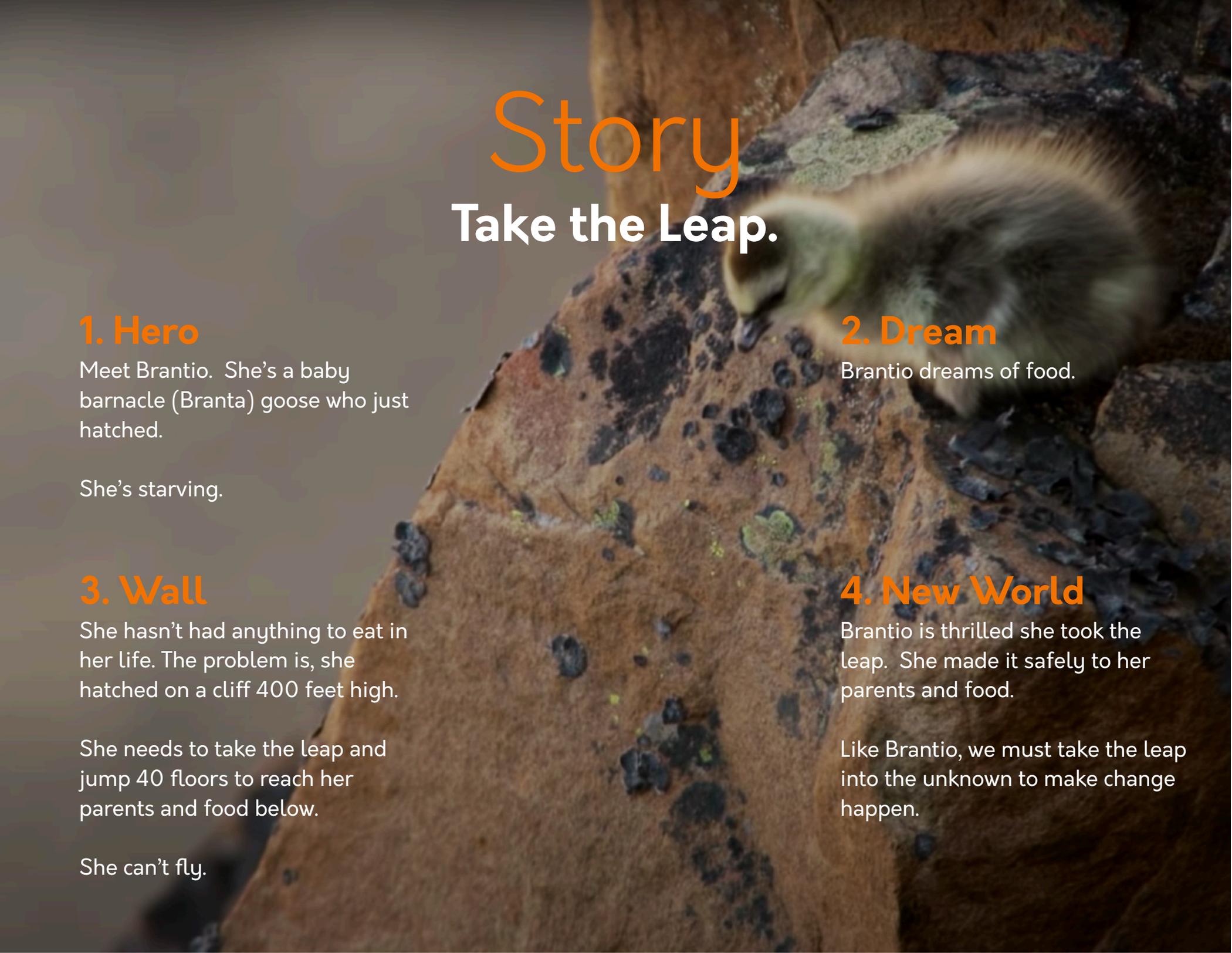
## 4. New World

She is [emotion] that [outcome].

She now understands ...

# Story

## Take the Leap.

A close-up photograph of a fluffy, downy baby barnacle goose chick perched on the edge of a dark, textured rock cliff. The chick is looking down and to the left. The background is a soft, out-of-focus greyish-brown, suggesting a sky or distant landscape.

### 1. Hero

Meet Brantio. She's a baby barnacle (Branta) goose who just hatched.

She's starving.

### 3. Wall

She hasn't had anything to eat in her life. The problem is, she hatched on a cliff 400 feet high.

She needs to take the leap and jump 40 floors to reach her parents and food below.

She can't fly.

### 2. Dream

Brantio dreams of food.

### 4. New World

Brantio is thrilled she took the leap. She made it safely to her parents and food.

Like Brantio, we must take the leap into the unknown to make change happen.



# Story

## Susan's promotion.

### 1. Hero

Meet Susan. She's a quiet scientist in Pharma who's loved by her peers for her "make it happen" attitude.

### 3. Wall

Susan is blocked by her manager, who likes to take credit for her work.

Taking the leap, she decides to speak with her manager. Then, her manager's manager.

### 2. Dream

Susan dreams of getting promoted.

### 4. New World

Susan is thrilled at being promoted. She had to leap outside her comfort zone to ask for what she deserved.

With new confidence, she is helping other brilliant and quiet coworkers stand up.

# Story

## Tips

---

### **Not Disney**

Keep your stories short. 2 min max.

Focus on how your hero faces the Wall.

### **Create Suspense**

Build tension and release only at the end, so your listener gets an “aha” moment.

### **Lessons learned**

Invite your audience to share lesson's learned.

They likely have a similar story to share.

# Practice

1

## STEPS

Hero  
Dream  
Wall  
New World

2

## FUN TOPICS

Tell an inspirational story.

What's your favorite childhood movie.

What was the most significant decision you've made?

3

## WORK TOPICS

Tell a story about struggle.

What led you to your company?

Who is your company's products for?



# You did it!

You didn't have to download this packet.  
To read this far. To take time and more  
importantly, attention, out of your day.

But you cared. Cared enough to want to  
make a difference.

The world needs more people who care  
like you. To step up. To take the leap.

With gratitude.

- Anwell Tsai  
Founder and CEO of Brantio  
[www.brantio.com](http://www.brantio.com)

What's next?

# Make it happen!

---

## **Play the Story Challenge**

[www.brantio.com/story](http://www.brantio.com/story)

## **Share**

You may ...

Share with others  
Print + Email copies  
Post on websites

## **Limits**

You can't alter this  
guide or charge for  
it.



## Take the Leap

Your guide to making tough decisions.

[www.brantio.com/leap](http://www.brantio.com/leap)



## Openers

Start with a bang!

[www.brantio.com/openers](http://www.brantio.com/openers)



## Story

The most powerful way to spread ideas.

[www.brantio.com/story](http://www.brantio.com/story)



## Hack

Use the familiar to explain the unfamiliar.

[www.brantio.com/hack](http://www.brantio.com/hack)



## SPA

Handle hard questions.

[www.brantio.com/SPA](http://www.brantio.com/SPA)



## Probe

Ask beautiful questions.

[www.brantio.com/probe](http://www.brantio.com/probe)



## Scoops

Answer questions quickly.

[www.brantio.com/scoops](http://www.brantio.com/scoops)



## Opera

Manage people's emotions.

[www.brantio.com/opera](http://www.brantio.com/opera)



## Time Machine

Give context to your answers.

[www.brantio.com/tm](http://www.brantio.com/tm)



## Diamond

Give dazzling answers by connecting the dots.

[www.brantio.com/diamond](http://www.brantio.com/diamond)



## Maple Syrup

Condense complex ideas into a tasty treat.

[www.brantio.com/syrup](http://www.brantio.com/syrup)



## Pop

Make your data pop.

[www.brantio.com/pop](http://www.brantio.com/pop)