



# Mini But Mighty Skills

*Mastering the Art of Storytelling:  
A Leadership Technique to Engage,  
Inspire, and Influence*



# Learning Objectives



- 1. Utilize Story Arc:** Apply the story arc framework to structure your story.
- 2. Incorporate Impactful Elements:** Integrate visuals, data, and emotional language to engage diverse audiences and strengthen the impact of your story.
- 3. Craft Tailored Stories:** Learn to adapt your message to various settings by using the key elements of effective storytelling.

# Meet Our Lead Faculty



## Julia Schmitt

- Associate Director, Patient and Physician Experience Design, Optum Health
- Medical Education Consultant, Medical College of Wisconsin, Kern National Network for Flourishing in Medicine
- Certified Facilitator, Human-Centered Design, Stanford University, Hasso Plattner Institute of Design
- Research, Well-Being and Flourishing in Medicine, University of Birmingham, Jubilee Centre for Character, United Kingdom



## Warm Up

Just a few carefully chosen words can evoke powerful emotions and paint vivid pictures.

The art of the six-word story reminds us that sometimes the most impactful narratives come in the smallest packages.





# The Art of a Good Story





# Tailor your Story to the Setting



## Casual Inquiry

1-2 minutes



## Formal

10-15 minutes



## Semi-Formal

2-10 minutes



## Leadership or Advocacy Meeting

20-25 minutes



# Powerfully Land a Few Big Ideas



Every presentation should include:

- ✓ Pictures
- ✓ Numbers
- ✓ Words

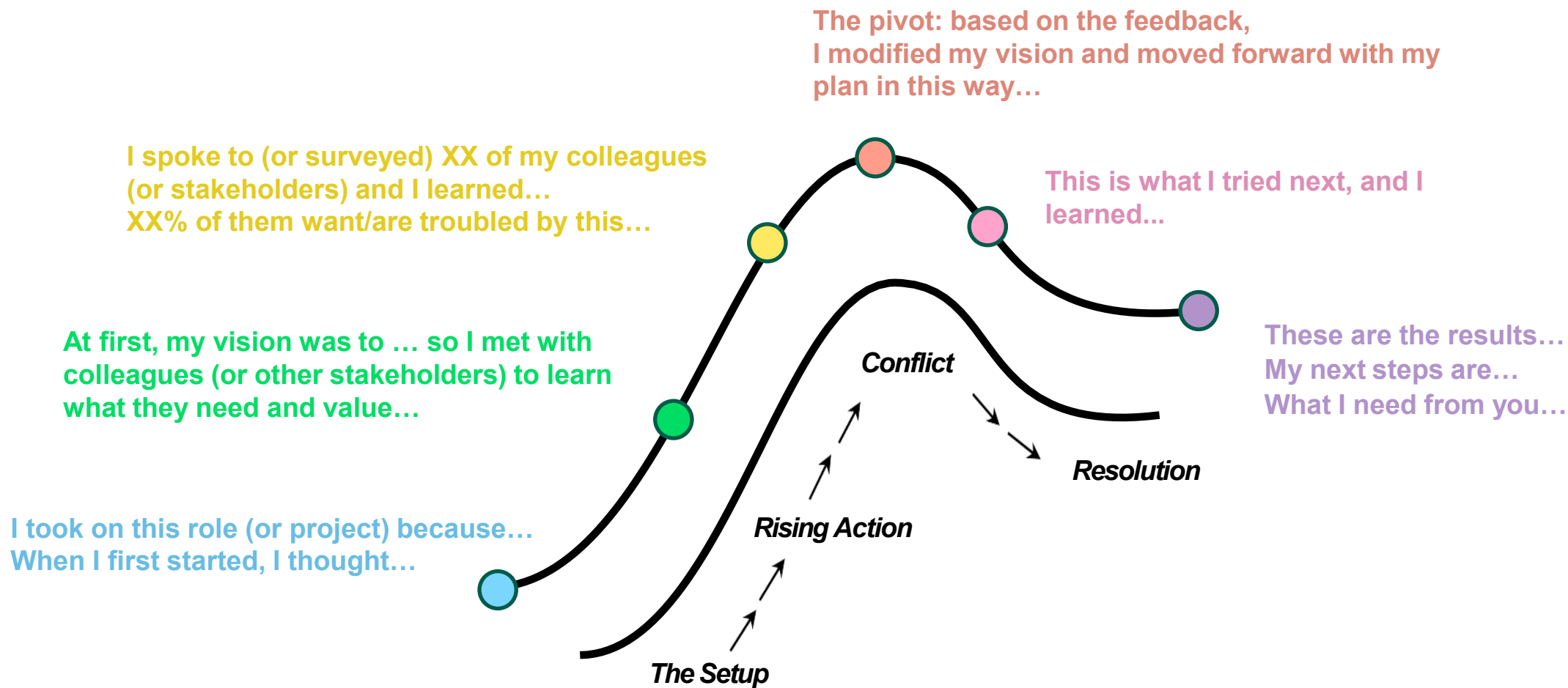


The Power of Direct Quotes

- ✓ 90% of colleagues want...
- ✓ 4 out of 5 survey respondents said...
- ✓ Highlight the emotions heard...



# Story Arc





# Story Building Block Worksheets

**1**

**Building Blocks: The Setup**

I took on this role (or project) because...

Type Here:

When I first started, I thought...

Type Here:

**2**

**Building Blocks: The Setup**

At first, my vision was to ... so I met with some other stakeholders) to learn what they need and

Type Here:

**3**

**Building Blocks: The Action**

I spoke to (or surveyed) XX of my colleagues (or other stakeholders) and I learned...

Type Here:

XX% was

Type Here:

XX% are

Type Here:

**4**

**Building Blocks: The Pivot**

Based on the feedback, I modified my vision in this way and moved forward with my plan by...

Type Here:

**5**

**Building Blocks: The Pivot**

This is what I tried next, and I learned...

Type Here:

**6**

**Building Blocks: The Resolution**

The results are...

Type Here:

My next steps are...

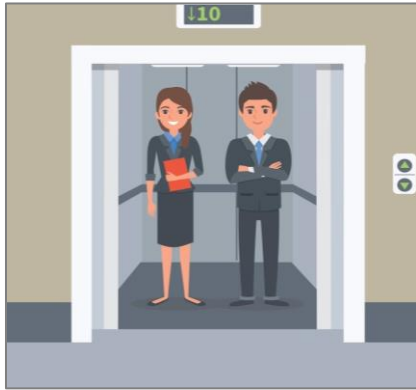
Type Here:

What I need from you is...

Type Here:



# Stacking Your Building Blocks



## Casual Inquiry

1-2 minutes



## Formal

10-15 minutes



## Semi-Formal

2-10 minutes



## Leader or Advocacy Meeting

20-25 minutes



## It's Also About How You Say It



- **Project confidence in your words and actions.** Stand or sit tall, make eye contact, smile, and avoid jargon.
- **Maintain open and approachable body language.** Avoid crossing your arms, fidgeting, or slouching.
- **Be authentic.** Show your passion and let your true personality shine through.



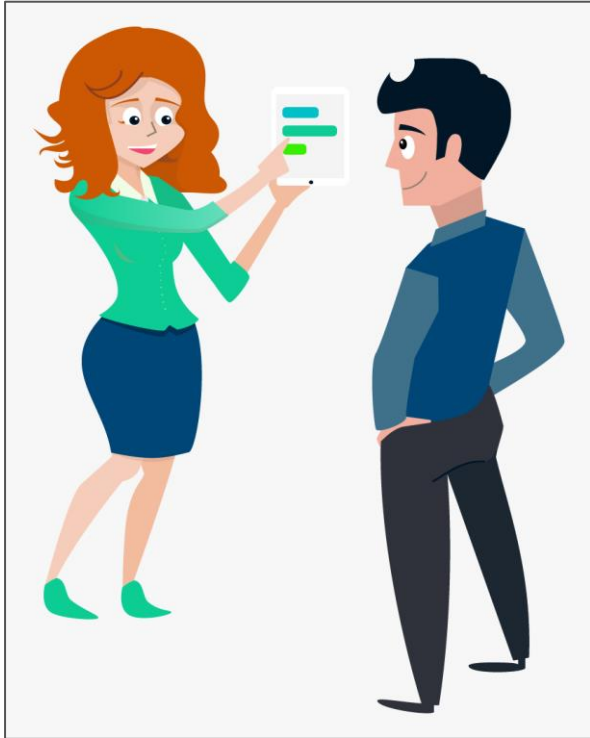
# Your Homework: Build and Practice Telling Your Story



- Complete your story blocks in the workbook
- Practice out loud 3-5 times
- Practice in a mirror or record yourself



# Extra Credit: Practice with a Friend



## Ask for Feedback

1. Are there any areas of the story that need more clarification?
2. Was there an insight from the discovery process that sparked your curiosity?
3. Are you clear about what my next steps are?
4. Did you feel compelled to want to be involved?
5. Is there anything I can work on to improve the delivery of the story (eye contact, voice inflection, speaking cadence, etc.)?



# What We Hope You Took Away Today



- The art of telling a good story is one of the most powerful tools you have to engage and inspire colleagues and leaders.
- By integrating pictures, numbers, and direct quotes, your audience will remember more, understand more, and most importantly, be more likely to want to help you be successful.
- Each setting requires a slightly different version of your story.
- Success will be your ability to confidently deliver your story from memory whenever the opportunity arises.









**Access additional well-being resources**

[www.acponline.org/minibutmighty](http://www.acponline.org/minibutmighty)

[www.acponline.org/wellbeing](http://www.acponline.org/wellbeing)

[www.acponline.org/supporthub](http://www.acponline.org/supporthub)

