

Moxie Moment: Use a Story to Facilitate an Aha



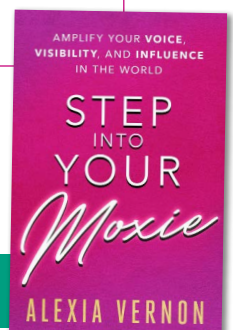
It's time to go through the process outlined in the chapter and identify a story you could use as a focal point in a presentation to ignite discovery in your audience. (And then, whether your audience consists of your coworkers, members of your professional association, or attendees at a conference or community event, go out and deliver it for them!)

Directions:

Answer the following questions to identify the transformation you want to create for your audience, and then choose the best story to help you do it.

What's the aha moment I would love for my audience to have?

What question (or series of questions) can I ask that would prompt the realization I'm seeking?



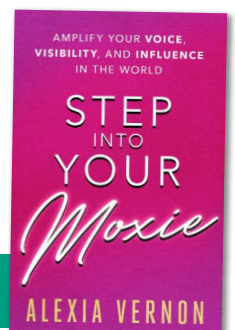
Excerpt from *Step into Your Moxie: Amplify Your Voice, Visibility, and Influence in the World*

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What story shows me, a client, a person in the news, or a figure from history going through a process that led to the kind of aha moment I'm hoping for my audience to have?

What details from my story do I need to tell to create insight and transformation for my audience?



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Questions for Reflection

How does it feel to use stories to create discovery for an audience?

How do people react to the stories you tell and the questions you ask?

As you incorporate more stories into your communication, what do you observe about your ability to connect with and move people to take action?

