



SUCCESSFUL SPEAKING STRATEGIES

MODULE 6

Building Inventory

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CONSCIOUS & UNCONSCIOUS COMMUNICATION

As a speaker, you are a storyteller and your stories are your inventory. Your life experiences all become inventory that you can draw upon when you're creating a presentation.



RECOGNISING STORIES

TIPS & TRICKS



When you have an emotional experience, you are having a story. Anytime you are learning a life lesson, you are having a story. If you are suffering or celebrating, you are in a story.

If you start recognising when you are in a story, you can capture it for your inventory. How to tell you're in a story:

- Emotional experience means you are in a story. Everyone has had emotional experiences in their lives, so everyone has stories.
 - » E.g., celebrating, suffering, life lessons, breakthroughs, peak emotions, etc.
- If something that happened in your past brings back emotions when you remember it, it's a story.
- If you're excited about something coming up in the future, you know that there is the potential for stories there.
- You also have things that happen day to day that are stories and can start to recognise them while you live them.

"All sorrows can be born if you put them in a story or tell a story about them." ~ Isak Dinesen

Lessons About Stories and Life:

- Realise that you are here to have fun, to grow spiritually, to contribute.
- There are many reasons that you might be here, and one of the reasons that you're here is to experience the ups and downs.
- You would not enjoy your life if it was boring, you would not enjoy your life without challenges, you need that contrast.
- When you're in a moment you don't want, it makes it much easier to know what you do want.
- When you become a storyteller, you begin to realise that the stories of your life are in fact an adventure...
- Even when they're unpleasant.
- A great component of being a storyteller is beginning to realise that you control the outcome of the stories.
- Happiness is not external. Your happiness is driven by you, internally.
- ***The most important lesson of all is that you can control the outcome of your story.***

DEFINITION



Contrast: When things go differently from how you want them to go. Contrast creates clarity.

Living through even difficult moments gives you the opportunity to do two things:

1. Add a story to your inventory
2. Influence your story's ending

SUMMARY: HOW TO SPOT STORIES

- Having peak emotions
- Having a breakthrough
- Life lessons

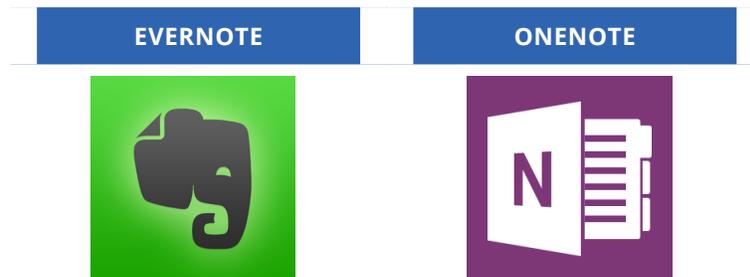


CAPTURING STORIES



Once you know how to recognise your stories, keep track of them and protect them just like you would inventory.

There are some great electronic systems you can use for this as alternatives to physical journals:



Story Journal Format

- Story title
- Write out bullet points about your story
- DON'T write the story out
- We speak differently than we write
- If you write it out instead of using bullet points, your mind will start trying to remember the words and NOT the experience
- Write down "tags" or topics that your story relates to
- Makes it easy to find, easy to match to what you want to talk about
- E.g., F15, L15, location, people involved, subject matter, age, personal vs. business, etc.
- Write down how long it will take you to tell the story
- Is it scalable? Can you tell a 5 minute version and a 30 minute version?

Now, if someone comes to you and asks you to do a talk, you can put it together almost instantly. It is that simple if you have a story inventory.

HOMework

Before watching the next video, document at least 3 stories using the story journal template provided. Once you do this manually, consider moving to an electronic platform (e.g., Evernote or OneNote) so that all you have to do is type in the tag and you will have all your stories about that topic right there.



STORY JOURNAL

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TAGS

