

## Stories

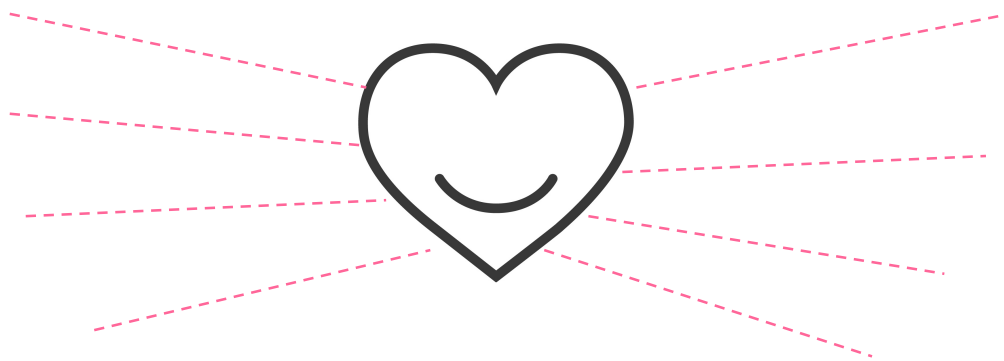


What was your favourite story when you were a child? How did it inspire you?  
As an adult, what films or tv programmes inspire you? Why?

Usually there will be

- The hero's journey – challenges, suspense, success.
- Treasure at the end of the rainbow
- A little bit of magic or twist of fate – *If this hadn't happened, I never would have.....*
- Clouds and silver linings
- Peak experience

List the qualities below that you love hearing about or watching.  
What uplifts you? What warms your heart?



With a little sprinkling of imagination, these qualities and events are easily translatable at work. People do remarkable things every day.

What are your people doing that's remarkable, inspirational and uplifting?

What stories do people tell and hear about your organisation?

What are you proud of that you could share stories about?

Coaching results in people achieving potential.

Every person coached will change as a result of insights, aspiration, questioning and personal achievement.

Coaching stories may not be feature film material but the outcomes will be tell-able, blog-able, tweet-able and therefore viral. It's human nature to pass on stories, so, share the good ones.

People tend to behave like the others around them so the more people know about success stories from coaching, the more they will want some of that for themselves. The more they will believe *'If they did that, I could do that too.'*

Which has got to be good for business in a happy ever after kind of way.