



Manual & Checklists

**Telling Your Story to
Empower Yourself and Others**

Updates

Please keep in mind that this manual may be modified, or added to as needed, so watch for updates. If you have a printed version of this manual, please check the most recent digital version for any updates before completing and submitting your assignments.

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Orientation



**Login to Story Academy
to access all your speech checklists,
tools, and resources**

www.StoryAcademy.ca

Your Links

Get the most out of Story Academy by being clear on where to login and for what purpose.

Your Membership

- This is where you will find the Story Academy manual, workbooks, instructions, and links for each of your stories:

Login: **www.StoryAcademy.ca**

Username: _____ Password: _____

RSVP for Events

- **Facebook:** <https://www.facebook.com/storyacademy.ca/events>

Username: _____ Password: _____

- **Meetup:** <https://www.meetup.com/Story-Academy>

Username: _____ Password: _____

Links

- **Website:**
<https://www.inspireinfluencers.com>
- **Facebook Public Story Academy Page:**
<https://www.facebook.com/storyacademy.ca>
- **Facebook Story Academy Private Group:** Only members can see it. This is where you will post your story videos and where people can offer feedback in the comments area of your post. You'll also receive Story Academy updates: <https://www.facebook.com/groups/storyacademy>
- **See all our social links on the contact page of the website:**
storyacademy.ca/contact

Key Terms and Definitions

SA	Abbreviation of Story Academy.
Story	You will create 12 stories in this program. The terms “story” and “speech” may be interchangeable. This is because your stories are delivered as a speech, as a means of sharing your story with the group for review and feedback, and for certification purposes. Each story has a checklist that you must follow to complete the program and earn your Story Academy certificate.
Speech	May be interchangeable with the term “story.” The speech contains your story. The story is the main part, but there are some formalities with delivering the story, that make it a speech.
Global Checklist	There is a global checklist that contains standard activities, criteria, and instructions used for all the stories, alongside and in addition to, the individual checklist for each story.
Story Checklists	The list of activities, criteria, and instructions for preparing, completing, and delivering each of the 12 stories/speeches.
Workbooks	May be interchangeable with the term “modules” or “programs.” These are the learning parts of the Story Academy program that must be completed along with your stories to earn your certification. Some of the workbooks and modules are complete professional development programs, in and of themselves, so they may also be referred to as programs. While others may just have some instructions. Any assigned workbooks and programs must be completed before you submit and deliver your story.

Assignments	This refers to the documents, exercises, activities, and forms you complete for each story. Your assignments will include completing a module, practicing recording and posting your story.
Package	The package includes your video, assignments, and completed workbooks. The contents you complete and/or submit and post to Story Academy are for us to have on file towards your certification. It contains all your assignments, including your completed workbooks (which you keep), and your video uploaded into Facebook.
Final Project	This is your final speech project, where you will combine some of your selected stories to create one talk that you can deliver to groups and at events. It will be between 15 - 30 minutes long.
Story Archetype	A category or type of story, in the context of the Story Academy Program.

Are there other terms you would like to see described here? Please let us know as we welcome your suggestions and feedback. Your help will go a long way in developing this program to help even more people.

Policies

"Learn how to tell your story to empower yourself and others."

Paul Henczel

Please read this section carefully, so that you know how to move through the program. There are some very important instructions and policies here:

Rules of Conduct Policies

- The first rule of Story Academy is to stay positive.
- Strive to be professional, yet relaxed and friendly.
- Be respectful and courteous. This is not a place for debate, but a safe place to express heart-filled stories, and get respectful feedback.

Diversity & Inclusiveness Statement

Story Academy strives to enrich the community and stands firmly committed to creating a group that is diverse and inclusive. This means welcoming and accepting all people regardless of race, ethnicity, gender, sexual orientation, LGBTQ+, ability, socio-economic class, age or spirituality. As a direct reflection of our core values, diversity cultivates conversation, collaboration, and deeper understanding of one another. Diversity and inclusiveness enrich our group and our communities. All are welcome!

In 2015, Jennifer Henczel, and Story Academy's sister network Connect Now Business Network, were nominated in BC Multicultural Awards and the Fraser Valley Culture and Diversity Awards for their ongoing work in their community, and beyond.

Global Criteria & Checklists

To earn your certificate in the program, and to pass from one story/speech to the next, you will complete any workbooks and assignments. Then write, present, record, and post each story/speech to the Facebook Group.

This program has a holistic approach and introduces you to a number of skill sets needed to tell your story. These include writing, video recording, posting, sharing feedback, and engaging with others. This is also a progressive process as each story builds a foundation for the next story. The more stories you complete, the better skilled you will become at creating your stories. So, if you have a moment of frustration, stay positive and open, and realize that things will become clearer and clearer. New nuggets of wisdom will be revealed to you along the way.

PLEASE NOTE: You may want to revisit some of the stories, but be sure to complete one after the other, before going back.

Let's get started!

- Write and develop your story incorporating all global and story criteria.
- Each speech has specific instructions. Please read and follow the instructions carefully before recording and submitting your video.
- Complete the assignments and workbooks within each story. Use the worksheets and exercises in all the workbooks to help you develop your ideas and content for your stories and speeches.
- Write, practice, and record your story.
- Upload your story video in mp4 format to the Story Academy Facebook Group here: <https://www.facebook.com/groups/storyacademy/>
- Deliver your story at a live Story Academy event, where available.

Story Cycle

Scheduling Your Story Academy Activities

**If it's important to you, you'll find a way.
If it's not, you'll find an excuse.**

Upon completing each story, enter the cycle right away to complete your next story. This will ensure that you complete the program in a year. If you would like to accelerate this process, you can join us in a Story Accelerator Weekend, or move through these activities more quickly. However slow or fast you decide to move through the program, enter these activities into your calendar now:

During Live In-Person Meeting (where available)

- Schedule your story in the scheduling form for the appropriate amount of time.

Week 1

- Complete the workbook, and any needed research or gathering of information.

Week 2

- Write your story, based on the global and story criteria.
- Practice and tweak your story, as needed.

Week 3

- Record and upload your story.

Week 4

- Other members may provide casual feedback about your story in the Facebook Group, once you upload. Engage and communicate with them in a positive manner.
- If you choose, prepare your talk for an upcoming live in-person meeting. Be sure to reserve that spot with the SA leader of that group.

Your Workbooks and Checklists

- **First, complete the workbook and assignments associated with this story.**
 - Complete the worksheets, exercises, and assignments to help you develop your ideas and content for your stories and speeches.
 - The workbooks and assignments are provided to help you better write and deliver your story. Completion of them is required to write your stories and to complete the program.
 - You can either print the workbooks; do the exercises on notepaper, or in your own way, if you would prefer not to print them.
 - Do not submit your completed workbooks for feedback. Your stories will need to reflect the outlines, criteria, and structure provided in the workbooks and/or assignments.

Note: It is important to complete all the exercises in each workbook to prepare you with the skills to complete the written and video projects for each story speech. Some are brainstorming exercises to help you with developing content. All the exercises will help you develop insights needed to produce your speeches. Some sections of the workbooks are progressive, leading step-by-step towards the desired results.

□ Checklists

- There is a global checklist for all the stories.
- PLUS, there is also a specific checklist for each story.

Writing Your Story

Write your story:

- Your story must contain all the global criteria.
- Your story must contain all the criteria for the specific story #.
- You must include a compelling title.
- Your story should have a clear message and/or lesson.
- Your story should be effective in expressing a clear outcome.
- Your story should express your passion, while capturing your audience's attention.

Story Structure

Stories come in many forms. Some of the Story Academy story checklists and workbooks contain very specific structures and outlines for how to write and deliver your stories. Others will need your creative input, due to the wide range of stories. Below, we have provided some standard formats for constructing your story. However, keep in mind that these may change according to the nature of your particular story. These will help you to get started, but let your own style emerge along the way:

- Create a story that has a beginning, middle and end. The most common story structure of all time is expressed by:

Opening sentence(s): Tell them what you are going to tell them,

Body: Then tell them,

Closing: Then tell them what you told them and enforce learning.

- To be persuasive with today's audiences, most stories include the below structure in the body of the story. This works for many situations, whether it's to convey the importance of a legacy story, a business offering, or non-profit cause:

**Challenge | Problem | Pain
Choice | Strategies | Solution
Outcome | Results**

- **Writing Your Story Title:** As part of your writing process, we ask you to create a title for each of your stories. You may not use the title for every one of your stories, but this process will help you to:

- Improve your title and headline writing skills.
- Clarify the objectives and focus of your story.
- Helps you in developing conciseness when describing your story.
- Gain transferable skills that can be used when creating headlines for your stories, products, and programs.
- Get a better understanding of the impact of titles and headlines when promoting your business, cause, or passion.

- **Submit a title that reflects this criteria:**

- Less than 18 words.
- Results oriented.
- Appeals to your core audience.
- Login to your online course to access the compelling title tools.
- Create a title for each of your stories. You may have already developed a main title for your overall signature talk, program, or book, but this involves creating a title for each of your individual stories.
- You may or may not use these titles beyond this exercise, outside of Story Academy, but as you go through the process, you will see the value in challenging yourself with this activity.
- Results: Your title should describe the outcomes participants will experience from listening to your talk. Even if you don't have a title yet, start brain storming some ideas.
- Let your passion shine! Use your power words from the workbook in

Story #2.

- Make it relevant and valuable: You may also want to consider or incorporate words such as: Blueprint, System, Strategies, Idea, Methods, Formula, Plan, Checklist, Guide, or Map.
- Writing your headlines is an exercise that will draw out your creativity and help you to focus on the most important aspect of your story, and how it applies to your audience. Have fun and be creative!

Word Count

- Some people talk faster than others do, so it's difficult to suggest an exact word count. The average speed of someone talking is approximately 120 words per minute. So, if your story is to be 3 minutes, then you would aim for approximately 360 words, but again, this varies depending on how fast or slow a particular person talks.
- **Note:** Do not speak too fast or distort your usual speaking style just to fit more words into your talk. You should speak at a natural speed.

Practicing Your Story

Practicing will help you to get the most out of this program. To move to the next story, and eventually earn your Story Academy completion certificate, you need to perform, record, and post your video according to each story outline. You must demonstrate the content and structure requirements for each story, and practicing can help you to grasp the content further.

Practicing your stories and speeches:

- Do not wing it.
- Before you video your story, PRACTICE, PRACTICE, PRACTICE.
- Practice alone, and if you can, in front of others.
- Get feedback from your friends or family, and refine, tweak and adjust your story as needed, before you record it and post it.
- Practice on and off of video.

Practice Checklist

One way to practice is to record yourself on video. Make it as realistic as possible. Upon completing your practice recording, watch yourself and use the following checklist to make notes and improvements, where needed.

- Did you deliver your story within the required time? Note how many minutes over or under the required time. What can you do to adjust it to make it fit within the time?
- Were you prepared?
- Did your story contain all the global criteria?
- Did your story contain all the criteria for this specific story #?
- Did this video contain all the information in the Story Academy Video Outline?
- Did you include a compelling title?
- Was your story clear? Did it have a clear message?
- Do you believe your story will capture the audience's attention?
- Did the story say what it was going to tell, tell, and then tell what it told?

- Overall, was it an effective story?
- Was your voice and tone authentic? Is your voice clear? Not too high, not too low. Does it sound like your natural voice?
- Was the sound clear?
- Is the overall video sound at an easy listening volume?
- Did your facial expressions accurately reflect and express your message?
- What gestures were authentic, powerful, and confident?
- How did that feel? Make a note about how it felt when you appeared to be most confident and genuine, so you can remember those emotional and physical feelings in future presentations.
- Did you notice any gestures or voice things that were distracting? Examples of gestures that detract from your message may be hands in your pockets, smoothing hair, adjusting glasses, rocking, clearing throat, lip smacking, or others.
- Did you use your hands appropriately?
- Did you have good posture?
- Did you use the space appropriately in the video?
- Optional: Were your learning points and proofs compelling? (If applicable to this particular story)
- Optional: Conclusion – Did the story have a clear call to action? Did the story move you to take action? (If applicable to this particular story #)
- Optional: If using slides, were they easy to read; text should be minimal and limited to bullets containing key ideas only.

Presenting and Recording Your Story

Video is now essential for any business or organization, as well as, for personal and professional development purposes. To some of you, recording yourself on video may be a completely new experience. Take this opportunity to learn and embrace this new skill. Whether you have had a little or a lot of experience with video, this is your safe space to try it out.

□ Before you record:

- Know your audience.
- Study and use current video best practices.
- Be well practiced and prepared for your story speech.
- Get plenty of rest and fuel before recording.
- Do voice exercises the day and hour before you record. We recommend Roger Love.

□ Your Performance

- Use the video script guide outline below.
- Make it as realistic as possible. If you would normally stand during your presentation, consider recording yourself standing, if you like. But this is not required.
- Be aware of your facial expressions and body language.
- Time yourself. Be aware of your timing and adjust as needed.
- Be aware of your voice and tone.
- To calm nerves try deep breathing, pretend you are just naturally talking with a friend, and go to your 'happy place'
- Stay confident and keep it positive, as you introduce, deliver your story, and close your speech.
- Be yourself and have fun.

□ Recording:

- You do not need fancy equipment to complete your Story Academy videos. A smart phone is fine.
- Be sure you have proper lighting so we can see you well.
- Be sure the sound is clear, and the volume is appropriate for fellow storytellers to hear on any device. Use a proper microphone if needed.
- Convert your video file to mp4 format if needed.
- Upload your story in mp4 format to a post in the Facebook Group: <https://www.facebook.com/groups/storyacademy/>

□ Tools:

- To create or edit your video, you can find many apps through iTunes or Google Play for your smart phone.
- Another option for recording your videos is Zoom.
- If you are interested in editing your video further, you can get film-editing programs such as Camtasia or Magix.
- Watch the website for more video and recording tips.

A Note about Editing:

The focus is on your story. Demonstrating the required outline and content in your story, takes priority and you are not required to do any fancy editing of your video. However, you are welcome to try it, if you choose. Story Academy is about developing the skills **YOU** need to best express your message, so if learning how to better edit your videos yourself is something you enjoy or want to expand, then please feel free to do so.

Video Outline

Here, you will pretty much follow the guideline to submit your video. The addition here, is the one paragraph explanation for context (maximum of 50 words), if you feel it is needed. Your story is contained within your overall video speech.

- Start each speech by stating your name.
- State the Story Academy story number, type of story (humour story, etc.), and title. You may also state a brief explanation for context of a maximum of 50 words, if needed. >>> Then Pause <<< so that we know when your story starts.
- Deliver your story.
- Finish your speech, then pause, and end with something like, “Thank you for watching” or “I look forward to your feedback.”
- Keep it positive.

DO NOT

- **Do not** say things like, “I guess I’m supposed to do it this way, so here it goes...”
- **Do not** say things like, “That’s all the time I have, so I’ll have to stop there.”
- **Do not** end your speech with, “So, that’s all I have...” or “I don’t know if that’s right...” and things like that.
- If you are tempted to say those types of things, then this is a clear sign that you simply need to spend more time preparing.
- **Do not speed up your speaking to rush through your stories.** Cultivate the skill of balancing the pains of designing your message while staying positive, practicing, being prepared, and delivering your story in the required format to complete the program and earn your certification. Some of the things that Story Academy challenges you to do are for a reason, and they will ultimately help with your growth and development as a master storyteller. **You can do it!**

Posting Your Story

Once your video is recorded, convert it (if needed) to mp4 format and upload it to a post in the Facebook Group: <https://www.facebook.com/groups/storyacademy/>

To add a video to the Facebook Group:

- Click Photo/Video at the top of your News Feed or Timeline
- Choose a video
- Click Post
- We will process your video and let you know when it's ready to see. Go to the video and select Edit to add a title, tag friends and more.
- If you shared the video as Public, you'll see the number of views below it.
- Learn why you may be having trouble adding a video.

Videos can take a while to add due to their size.

- If you can't add your video, check:
- That it's in a supported format. We recommend MP4 or MOV. You can change the format using your video software (ex: iMovie).
- The length and size of the video. The maximum file size is 4.0 GB.
- That you're using the latest version of your browser.
- That you have a strong network connection.
- Note: Adding the same video more than once won't help. You can still use the internet while it's being added.
- If it takes more than a few hours to add, let us know. Learn how to report a problem.

Go here for more help with loading videos into Facebook: <https://www.facebook.com/help/154271141375595/>

NOTE: If for some reason your video is too large to upload to Facebook, upload it to YouTube instead, and then post the link to the video.

Feedback for You

- Story Academy will not provide feedback about your written stories, **just your video in the SA Facebook group.**
- All videos must be within the time allotted for that specific story type to receive feedback.

Casual feedback may also occur by other members when you post your video in the Facebook group, in the comments of your story post.

Your connection with others is an important part of the process, and can be very uplifting, fulfilling and an energizing experience. This can be a very intimate process and stories are a personal experience – with that in mind, please be courteous, considerate, and professional at all times when providing and receiving feedback.

Sometimes unexpected frustrations and emotions can arise. Always remember, the first rule of Story Academy is to remain positive. Agree to disagree when needed. Take a positive approach in your interactions with others.

You may wish to complete a Self-Assessment review sheet about your video, for your own learning.

Feedback from You

While it is useful to provide critique, remember to deliver it in a kind way. Try delivering it like a sandwich:

1. Positive complimentary feedback.
2. Suggestions and areas of improvement.
3. Closing positive and encouraging feedback.

Feedback should be given according to the Story Academy criteria. Do not give feedback according to criteria from other programs.

If someone gives feedback that is outside of the criteria, or if it is offensive in anyway, please report it to us through storyacademy.ca/contact

A Note about Ums and Ahs

Do not make it a priority to enforce the speech rules taught or enforced in other groups. While we encourage everyone to incorporate speaking best practices while telling their stories, speech rules are not the primary focus here. For example, things like the number of ums and ahs should not be included in feedback. There are other groups for that.

This is a story development program, not necessarily a speech or speaking program, although all aspects of the program will help develop skills in those areas as well. The focus is on story development, using, and incorporating stories into your other activities.

Therefore, that is why counting ums and ahs are not our top priority here. If they are speedbumps or stall tactics in any way, then of course, try to reduce them. The focus of this particular group is to encourage you to craft and tell your stories in a confident and authentic manner. Having a professional polish to your story will come across when you are confident and relaxed. So, strive for being confident, comfortable, and prepared with your story.

Earning Your Certificate

Here is a summary of all the items above in the global checklist to complete in order to earn your certificate.

- Write and practice your story speech, and adjust, as needed.
- Share the video of your story online, in the exclusive Story Academy Facebook group.
- Schedule your time to deliver your talk at a live Stage Time event, where available. You can submit it both online and deliver it in the live events for extra practice, if you like.
- Deliver each speech only once in the Facebook Group and live Story Academy Stage Time events.
- Contact Story Academy when you have completed all the stories. A digital copy of your certificate will then be sent.

STORY #1

Supercharged Summary

Assignment Overview:

Upon completing the **Supercharged Summary Workbook**, your assignment is to write, practice, record, and deliver your Supercharged Summary using the format provided on the last page of that workbook.

A Supercharged Summary is basically an introduction. Normally in any kind of introduction, you have a brief moment to attract attention and compel your audience to ask more. It is not the time to say everything about your story, business, or cause. Therefore, you need to be prepared to say something that will lead to more conversation in the future. With that in mind, as instructed in the workbook, focus on one thing in your introduction. When you start with asking an intriguing question, or an “I believe...” statement, or “The reason I started...” you are giving your audience a reason to relate or connect with you. You may incorporate a quick story reflecting your client, solution, and most importantly, the results you provide, then a call to action. For example, “Last week, a strategy I put in place for a client produced an extra \$5000 a month in income for them” – it is brief and yet very impactful, demonstrating your abilities and the other elements in your introduction.

You may want to create different Supercharged Summaries for different audiences, depending on your offerings. As a business owner, manager, or community leader it is your responsibility to learn how to tell your story in a wide variety of formats. This format is just one type of introduction. We all encounter opportunities to introduce ourselves, and this exercise will help you to hone those skills. When you concisely describe your story, business, cause, book, or other offer, you will establish credibility and prove your clarity, focus, and passion for the project.

Checklist of Criteria and Instructions:

Please follow the Global SA Criteria as well as the below checklist carefully. Complete all requirements and assignments, to pass this story speech, and move to the next.

- TIME LENGTH:** 20-60 seconds. (30 seconds is more impactful)
- WORKBOOK:** Complete all the exercises in the Supercharged Summary Workbook. Download the workbooks from the website: storyacademy.ca
- WRITE YOUR STORY:** On the last page of the Supercharged Summary workbook, you will see the format used to write and deliver your Stellar Summary.
- PRACTICE & DELIVER:** Rehearse, practice, refine, and then record your story, making sure it fits the time length and other requirements.
- POST YOUR VIDEO:** Upon recording your video of yourself, according to the global video checklist, post it to the Story Academy Facebook Group: <https://www.facebook.com/groups/storyacademy>
- LIVE DELIVERY:** Where available, Story Academy Members can also schedule a time to deliver their Supercharged Summary at a live meeting. Refer to the policies around live SA events.
- AUTHORIZED COMPLETION:** While waiting to receive authorization of completion, feel free to start working on the next story, but do not upload or submit the next story, until you receive your Story Academy authorized completion from the previous story. If you are instructed to incorporate feedback and repost, please do so as soon as possible.
- Upon passing this speech, take steps towards completing your next Story.

Challenge (optional): Use your supercharged summary as a powerful introduction or elevator speech at your next networking event. Review and refine as needed for your own purposes and learning. You may want to revisit this one, once you have completed the program, to update your introduction.

STORY #2

Enlightenment Empowerment

Assignment Overview:

Upon completing the **Enlightened Empowerment** workbook, your assignment is to write, practice, record, and deliver your Manifesto using the format provided on the last page of that workbook.

A manifesto of your values, passions, and beliefs is a very satisfying and creative way to express your message to the world. Really, dig deep for the answers and enjoy the process!

Checklist of Criteria and Instructions:

Please follow the Global SA Criteria as well as the below checklist carefully. Complete all requirements and assignments, to pass this story speech, and move to the next.

- LENGTH:** 1 - 2 minutes. You must stay within 20 seconds of the time limit.
- WORKBOOK:** Complete the **Enlightened Empowerment** Workbook.
- WRITE YOUR STORY:** On the last 2 pages of the Enlightened Empowerment workbook, you will see the format used to write and deliver your Manifesto.
- OPTIONAL:** Upon completing all the exercises in this module, download the 11x17" Manifesto Template. Print it. Fill it in creatively with the answers you have developed throughout the workbook. It's the same as the last page of the EE workbook, but bigger. Have it with you when you record your video and refer to it. You will show this during your video.
- PRACTICE & DELIVER:** Rehearse, practice, refine, and then record your story, making sure it fits the time length and other requirements.

- POST YOUR VIDEO:** Upon recording your video of yourself, according to the global video checklist, post it to the Story Academy Facebook Group: <https://www.facebook.com/groups/storyacademy>
- LIVE DELIVERY:** Where available, Story Academy Members can also schedule a time to deliver this speech at a live meeting. Refer to the policies around live SA events.
- AUTHORIZED COMPLETION:** While waiting to receive authorization of completion, feel free to start working on the next story, but do not upload or submit the next story, until you receive your Story Academy authorized completion from the previous story. If you are instructed to incorporate feedback and repost, please do so as soon as possible.
- Upon passing this speech, take steps towards completing your next Story.

Challenge (optional): Create a graphic or take picture of your manifesto. Share it with your friends, colleagues, on your website, and in social. Watch the response as people see you expressing your vision and purpose to the world! Review and refine as needed for your own purposes and learning. You may also want to revisit this one, once you have completed the program.

STORY #3

Steller Storytelling 101: Primary Story

Assignment Overview:

Upon completing the **Steller Storytelling 101** workbook, your assignment is to write, practice, record, and deliver your **Primary Story** using the format provided on the last pages of that workbook.

You will explore the 5 story types in the **Steller Storytelling 101** workbook. You will choose one story type to use for writing and delivering your main flagship story. You will be using everything you learn in this module to write a number of the other stories in the Story Academy program, so please complete the workbook thoroughly. Enjoy the process!

Checklist of Criteria and Instructions:

Please follow the Global SA Criteria as well as the below checklist carefully. Complete all requirements and assignments, to pass this story speech, and move to the next.

- LENGTH:** 5 - 7 minutes. (You must stay within 20 seconds of the time limit)
- WORKBOOK:** Complete the Steller Storytelling 101 Workbook.
- WRITE YOUR STORY:** On the last 2 pages of the Steller Storytelling 101 workbook, you will see the format used to write your primary story using the challenge, choice, outcome model.
- PRACTICE & DELIVER:** Rehearse, practice, refine, and then record your story, making sure it fits the time length and other requirements.
- POST YOUR VIDEO:** Upon recording your video of yourself, according to the global video checklist, post it to the Story Academy Facebook Group: <https://www.facebook.com/groups/storyacademy>
- LIVE DELIVERY:** Where available, Story Academy Members can also schedule a time to deliver this speech at a live meeting. Refer to the policies around live SA events.

- AUTHORIZED COMPLETION:** While waiting to receive authorization of completion, feel free to start working on the next story, but do not upload or submit the next story, until you receive your Story Academy authorized completion from the previous story. If you are instructed to incorporate feedback and repost, please do so as soon as possible.
- Upon passing this speech, take steps towards completing your next Story.

Challenge (optional): Share your story with your friends, colleagues, on your website, and in social. Watch for the impact your story has on those around you. Review and refine as needed for your own purposes and learning.

STORY #4

Steller Storytelling 102: Secondary Story

Assignment Overview:

Upon completing the **Steller Storytelling 102** workbook, your assignment is to write, practice, record, and deliver your **Secondary Story** using the format provided on the last pages of that workbook.

You will explore story ideas in the **Steller Storytelling 102** workbook. You will choose one story type to use for writing and delivering your secondary story. You will be using everything you learn in this module to write a number of the other stories in the Story Academy program, so please complete the workbook thoroughly. Perhaps this story further establishes your objective, and maybe it demonstrates the transformation that occurred after experiencing the challenge from your primary story. Enjoy the process!

Checklist of Criteria and Instructions:

Please follow the Global SA Criteria as well as the below checklist carefully. Complete all requirements and assignments, to pass this story speech, and move to the next.

- LENGTH:** 3 - 5 minutes. (You must stay within 20 seconds of the time limit)
- WORKBOOK:** Complete the Steller Storytelling 102 Workbook.
- WRITE YOUR STORY:** On the last pages of the Steller Storytelling 102 workbook, you will see the format used to write this story.
- PRACTICE & DELIVER:** Rehearse, practice, refine, and then record your story, making sure it fits the time length and other requirements.
- POST YOUR VIDEO:** Upon recording your video of yourself, according to the global video checklist, post it to the Story Academy Facebook Group: <https://www.facebook.com/groups/storyacademy>

- LIVE DELIVERY:** Where available, Story Academy Members can also schedule a time to deliver this speech at a live meeting. Refer to the policies around live SA events.
- AUTHORIZED COMPLETION:** While waiting to receive authorization of completion, feel free to start working on the next story, but do not upload or submit the next story, until you receive your Story Academy authorized completion from the previous story. If you are instructed to incorporate feedback and repost, please do so as soon as possible.
- Upon passing this speech, take steps towards completing your next Story.

Challenge (optional): Share your story with your friends, colleagues, on your website, and in social. Watch for the impact your story has on those around you. Review and refine as needed for your own purposes and learning.

STORY #5

Supporting Story: Customer, Client, Member, or Volunteer

Assignment Overview:

Refer back to all the workbooks you have created so far from the previous stories. Write, practice, record, and deliver this **Supporting Story** using the format provided on the last page of the Storytelling 101 workbook.

Refer back to Storytelling 101 for this specific story type. Also, incorporate what you have learned so far from all the workbooks to write a supporting story of your business, cause, passion, group, or community. Testimonials from clients are a great way to make your talk relevant to your audience. In your final project, you will include your customer, member, or volunteer testimonials somewhere in your talk. Get creative!

Checklist of Criteria and Instructions:

Please follow the Global SA Criteria as well as the below checklist carefully. Complete all requirements and assignments, to pass this story speech, and move to the next.

- LENGTH:** 1 - 3 minutes. (You must stay within 20 seconds of the time limit)
- WORKBOOK:** No workbooks are needed to complete this story; just refer to all previous workbooks as needed.
- WRITE YOUR STORY:** On the last 2 pages of the Steller Storytelling 101 workbook, you will see the format used to write this story using the challenge, choice, outcome, or similar models.
- PRACTICE & DELIVER:** Rehearse, practice, refine, and then record your story, making sure it fits the time length and other requirements.
- POST YOUR VIDEO:** Upon recording your video of yourself, according to the global video checklist, post it to the Story Academy Facebook Group: <https://www.facebook.com/groups/storyacademy>

- LIVE DELIVERY:** Where available, Story Academy Members can also schedule a time to deliver this speech at a live meeting. Refer to the policies around live SA events.
- AUTHORIZED COMPLETION:** While waiting to receive authorization of completion, feel free to start working on the next story, but do not upload or submit the next story, until you receive your Story Academy authorized completion from the previous story. If you are instructed to incorporate feedback and repost, please do so as soon as possible.
- Upon passing this speech, take steps towards completing your next Story.

Challenge (optional): Share your story with your friends, colleagues, on your website, and in social. Watch for the impact your story has on those around you. Review and refine as needed for your own purposes and learning.

STORY #6

Supporting Story: Humour

Assignment Overview:

Have fun with this one! Refer back to all the workbooks you have created so far from the previous stories. Write, practice, record, and deliver this **Supporting Story** using the format provided on the last page of the Storytelling 101 workbook.

Refer back to Storytelling 101 for this specific story type, but also incorporate what you have learned so far from all the workbooks to write a supporting story you're business, cause, passion, group, or community. Be creative and have fun!

Checklist of Criteria and Instructions:

Please follow the Global SA Criteria as well as the below checklist carefully. Complete all requirements and assignments, to pass this story speech, and move to the next.

- LENGTH:** 1 - 3 minutes. You must stay within 20 seconds of the time limit.
- WORKBOOK:** No workbooks are needed to complete this story; just refer to all previous workbooks as needed.
- WRITE YOUR STORY:** On the last 2 pages of the Steller Storytelling 101 workbook, you will see the format used to write this story using the challenge, choice, outcome, or similar models.
- PRACTICE & DELIVER:** Rehearse, practice, refine, and then record your story, making sure it fits the time length and other requirements.
- POST YOUR VIDEO:** Upon recording your video of yourself, according to the global video checklist, post it to the Story Academy Facebook Group: <https://www.facebook.com/groups/storyacademy>
- LIVE DELIVERY:** Where available, Story Academy Members can also schedule a time to deliver this speech at a live meeting. Refer to the policies around live SA events.

- AUTHORIZED COMPLETION:** While waiting to receive authorization of completion, feel free to start working on the next story, but do not upload or submit the next story, until you receive your Story Academy authorized completion from the previous story. If you are instructed to incorporate feedback and repost, please do so as soon as possible.
- Upon passing this speech, take steps towards completing your next Story.

Challenge (optional):

Laugh, and make other's laugh.

STORY #7

Supporting Story: Metaphor

Assignment Overview:

Refer back to all the workbooks you have created so far from the previous stories. Write, practice, record, and deliver this **Supporting Story** using the format provided on the last page of the Storytelling 101 workbook.

Refer back to Storytelling 101 for all the story types. Also incorporate what you have learned so far from all the workbooks to write this supporting story about whatever you like. Be free and enjoy the process!

Checklist of Criteria and Instructions:

Please follow the Global SA Criteria as well as the below checklist carefully. Complete all requirements and assignments, to pass this story speech, and move to the next.

- LENGTH:** 30 sec - 3 minutes. (You must stay within 20 seconds of the time limit)
- WORKBOOK:** No workbooks are needed to complete this story; just refer to all previous workbooks as needed.
- WRITE YOUR STORY:** On the last 2 pages of the Steller Storytelling 101 workbook, you will see the format used to write this story using the challenge, choice, outcome, or similar models.
- PRACTICE & DELIVER:** Rehearse, practice, refine, and then record your story, making sure it fits the time length and other requirements.
- POST YOUR VIDEO:** Upon recording your video of yourself, according to the global video checklist, post it to the Story Academy Facebook Group: <https://www.facebook.com/groups/storyacademy>
- LIVE DELIVERY:** Where available, Story Academy Members can also schedule a time to deliver this speech at a live meeting. Refer to the policies around live SA events.

- Upon passing this speech, take steps towards completing your next Story.

Challenge (optional): Share your story with your friends, colleagues, on your website, and in social. Watch for the impact your story has on those around you. Review and refine as needed for your own purposes and learning.

STORY #8

Elevating Your Expertise

Assignment Overview:

Upon completing the **Elevating Your Expertise** workbooks, your assignment is to write, practice, record, and deliver your core **learning points** that you might use in a short talk.

You will explore various elements of generating ideas for your learning points, and to uncover the core teachings or instructional elements you want to share with your audience. You will explore how to incorporate metaphors, mnemonic device, and other learning devices alongside your stories to better engage your audience and learners. Since there is such a range in learning topics, use the **Elevating Your Expertise** workbooks as a starting point for creating a brief tutorial, demonstration, description of a model, tips and strategies, or whatever you want to convey to your audience. Use all that you learned so far about knowing your audience and incorporating relatable stories wherever you can to make your learning points colourful and interesting.

Checklist of Criteria and Instructions:

Please follow the Global SA Criteria as well as the below checklist carefully. Complete all requirements and assignments, to pass this story speech, and move to the next.

- LENGTH:** 3 - 5 minutes. **Note:** In a real signature talk your learning points would be longer, (15-20 min). 3-5 min is for your SA video.
- WORKBOOKS:** You need to complete 2 workbooks for this story:
 - Elevating Your Expertise 101: Strategies for Building Engaging Learning Points into Your Story
 - ADVANCED BONUS: Elevating Your Expertise 102: Curriculum and Instructional Design
- WRITE YOUR STORY:** On the last pages of the “Elevating Your Expertise 101: Strategies for Building Engaging Learning Points into Your Story” workbook, you will see the format to use to write this speech. However, there is such a

range of topics and teaching styles, we have also provided you with other strategies and templates in the bonus workbook.

- PRACTICE & DELIVER:** Rehearse, practice, refine, and then record your story, making sure it fits the time length and other requirements.
- POST YOUR VIDEO:** Upon recording your video of yourself, according to the global video checklist, post it to the Story Academy Facebook Group: <https://www.facebook.com/groups/storyacademy>
- LIVE DELIVERY:** Where available, Story Academy Members can also schedule a time to deliver this speech at a live meeting. Refer to the policies around live SA events.
- AUTHORIZED COMPLETION:** While waiting to receive authorization of completion, feel free to start working on the next story, but do not upload or submit the next story, until you receive your Story Academy authorized completion from the previous story. If you are instructed to incorporate feedback and repost, please do so as soon as possible.
- Upon passing this speech, take steps towards completing your next Story.

Challenge (optional): Try your learning points on your friends, colleagues, on your website, and in social. Wait for questions and feedback, as these will give you some good ideas for any adjustments and further refining.

STORY #9

Illuminating Inspiration

Assignment Overview:

Upon completing the **Illuminating Inspiration** workbook, your assignment is to write, practice, record, and deliver an inspirational and/or motivational story. Incorporate all that you have learned so far about storytelling.

Freestyle baby! You will explore how to harness your peak experiences, and turn them into inspiration and motivation for others. This is the Pep Talk, if you want it to be. This is free-form storytelling at its best. The purpose is for you to feel what it's like to get your energy up around the motivational and inspirational parts of your speeches. To infuse your passion and purpose into what you want to say to the world. You will know exactly what to do. It will come to you, but above all... Be outrageously inspirational!

Checklist of Criteria and Instructions:

Please follow the Global SA Criteria as well as the below checklist carefully. Complete all requirements and assignments, to pass this story speech, and move to the next.

- LENGTH:** 2 - 5 minutes. (You must stay within 20 seconds of the time limit)
- WORKBOOK:** You need to complete the "Illuminating Inspiration: Methods for Generating Ideas, Getting Inspired, and Staying Motivated" workbook.
- WRITE YOUR STORY:** You will find instructions in the "Illuminating Inspiration" workbook for writing this story.
- PRACTICE & DELIVER:** Rehearse, practice, refine, and then record your story, making sure it fits the time length and other requirements.
- POST YOUR VIDEO:** Upon recording your video of yourself, according to the global video checklist, post it to the Story Academy Facebook Group: <https://www.facebook.com/groups/storyacademy>

- LIVE DELIVERY:** Where available, Story Academy Members can also schedule a time to deliver this speech at a live meeting. Refer to the policies around live SA events.
- AUTHORIZED COMPLETION:** While waiting to receive authorization of completion, feel free to start working on the next story, but do not upload or submit the next story, until you receive your Story Academy authorized completion from the previous story. If you are instructed to incorporate feedback and repost, please do so as soon as possible.
- Upon passing this speech, take steps towards completing your next Story.

Challenge (optional): Inspire your friends, colleagues, on your website, and in social with your freestyle motivations. Wait for questions and feedback, as these will give you some good ideas for any adjustments and further refining.

STORY #10

Legacy or Origin Story

Assignment Overview:

Upon completing the **Legacy or Origin Story** workbook, your assignment is to write, practice, record, and deliver an inspirational and/or motivational story. Incorporate all that you have learned so far about storytelling. We have also provided the Book Bootcamp Program as a **BONUS** to you to help you write your story, or to turn your stories into a book.

We live forward, but understand backwards. A Legacy or Origin story is when you talk about your family history or heritage. It can also be about how and why you started your organization, how you got started in business, or what happened to prompt you to do what you do. It's a great way to help people see your vision, and get on board with your mission to help the world. We use legacy and origin as interchangeable terms here.

Checklist of Criteria and Instructions:

Please follow the Global SA Criteria as well as the below checklist carefully. Complete all requirements and assignments, to pass this story speech, and move to the next.

- LENGTH:** 2 - 5 minutes. (You must stay within 20 seconds of the time limit)
- WORKBOOK:** You need to complete the "Legacy or Origin Story" workbook. Plus, you have access to the Book Bootcamp workbooks, to help you with this story, as well as helping you in turning your stories into a book if you so choose. The Bonus Book Bootcamp workbooks are not required, but you may find the exercises there helpful to develop your Legacy or Origin story, even if you don't plan to write a book.
- WRITE YOUR STORY:** You will find instructions in the "Legacy or Origin Story" workbook for writing this story.
- PRACTICE & DELIVER:** Rehearse, practice, refine, and then record your story, making sure it fits the time length and other requirements.

- POST YOUR VIDEO:** Upon recording your video of yourself, according to the global video checklist, post it to the Story Academy Facebook Group: <https://www.facebook.com/groups/storyacademy>
- LIVE DELIVERY:** Where available, Story Academy Members can also schedule a time to deliver this speech at a live meeting. Refer to the policies around live SA events.
- AUTHORIZED COMPLETION:** While waiting to receive authorization of completion, feel free to start working on the next story, but do not upload or submit the next story, until you receive your Story Academy authorized completion from the previous story. If you are instructed to incorporate feedback and repost, please do so as soon as possible.
- Upon passing this speech, take steps towards completing your next Story.

Challenge (optional): Share with your family, friends, colleagues, on your website, and in social about your Legacy Story. Wait for questions and feedback, as these will give you some good ideas for any adjustments and further refining.

STORY #11

Describe Your Program, Product, or Book

Assignment Overview:

Upon completing the first **Powerful Programs** workbook, your assignment is to write, practice, record, and deliver a description of your program, product, or book that you might use in a short talk. The other Powerful Programs workbooks are optional.

If you have the best program, product, or book in the world, no one will know about it unless you can describe it in a way that resonates with your audience. Apply the principles in the first Powerful Programs workbook to create a description of your program, product or book. You must be clear about what you are offering, before someone will buy it or understand your vision.

Checklist of Criteria and Instructions:

Please follow the Global SA Criteria as well as the below checklist carefully. Complete all requirements and assignments, to pass this story speech, and move to the next.

- LENGTH:** 1 - 3 minutes. (You must stay within 20 seconds of the time limit)
- WORKBOOK:** You need to complete the first Powerful Programs workbook. You may find the other Powerful Programs workbooks helpful, but they are not required.
- WRITE YOUR STORY:** On the last page of the “Powerful Programs” workbook, you will see the format to use to write this speech. However, every program, product, and book is different, so be flexible and change any needed questions to fit the nature of what you are offering.
- PRACTICE & DELIVER:** Rehearse, practice, refine, and then record your story, making sure it fits the time length and other requirements.

- POST YOUR VIDEO:** Upon recording your video of yourself, according to the global video checklist, post it to the Story Academy Facebook Group: <https://www.facebook.com/groups/storyacademy>
- LIVE DELIVERY:** Where available, Story Academy Members can also schedule a time to deliver this speech at a live meeting. Refer to the policies around live SA events.
- AUTHORIZED COMPLETION:** While waiting to receive authorization of completion, feel free to start working on the next story, but do not upload or submit the next story, until you receive your Story Academy authorized completion from the previous story. If you are instructed to incorporate feedback and repost, please do so as soon as possible.
- Upon passing this speech, take steps towards completing your next Story.

Challenge (optional): Try describing your Product or Program to your friends, colleagues, on your website, and in social. Wait for questions and feedback, as these will give you some good ideas for any adjustments and further refining.

STORY #12

Final Project: Putting it all together

Assignment Overview:

Upon completing the “Putting it All Together” workbook in this section, your assignment is to work on transitions between your stories and your compelling offer at the end. Add any content where needed when writing your final speech project. Then practice, record, and deliver your full talk. Incorporate stories you have created in Story Academy, as possible or as applicable, in your talk, resulting in a 15 – 30 minute talk.

You’re here! You are on your last story, which is really a collection of all your stories. Every talk will have a different focus and objective, so be flexible, remember your audience, show your passion, share your vision, and have fun with it! We have also provided a next step document to help you find ways to get the message out about your signature story talk, and discover where you can deliver your signature story talk.

Checklist of Criteria and Instructions:

Please follow the Global SA Criteria as well as the below checklist carefully. Complete all requirements and assignments, to pass this story speech, and move to the next.

- LENGTH:** 15 - 30 minutes. (You must stay within 20 seconds of the time limit)
- WORKBOOK:** You need to complete the “Putting it All Together” workbook. The “Next Steps” workbook is an optional bonus, and is not required, but for your own benefit moving forward.
- WRITE YOUR STORY:** On the last page of the “Putting it All Together” workbook, you will see the format to use to write your final project.
- PRACTICE & DELIVER:** Rehearse, practice, refine, and then record your story, making sure it fits the time length and other requirements.

- POST YOUR VIDEO:** Upon recording your video of yourself, according to the global video checklist, post it to the Story Academy Facebook Group: <https://www.facebook.com/groups/storyacademy>
- LIVE DELIVERY:** Where available, Story Academy Members can also schedule a time to deliver this speech at a live meeting. Refer to the policies around live SA events.
- AUTHORIZED COMPLETION:** While waiting to receive authorization of completion, feel free to start working on the next story, but do not upload or submit the next story, until you receive your Story Academy authorized completion from the previous story. If you are instructed to incorporate feedback and repost, please do so as soon as possible.
- Upon passing this speech, take steps towards completing your next Story.

Challenge (optional): Time to find places to deliver your full talk! Get your message and vision into the world. Ask your friends and colleagues if they know of places where you can speak and share your stories. Take a look at the Next Steps workbook for more ideas of where you can deliver your signature story talk.

Applying for Your Certificate

Here is a summary of all the items above in the global checklist to complete in order to earn your certificate.

- Write, practice, record and upload all your stories # 1 through 12.
- Regularly engage in the Story Academy Facebook Group.
- Schedule your time to deliver your talk at a live Stage Time event, where available.
- Submit your application for your Story Academy completion certificate.

Instructions:

Go to the website and fill in the completion form found here:

www.storyacademy.ca/certification

Story Academy Leadership

- We are looking for leaders in every city.
- There is an application and selection process for leaders.
- Leaders receive 30% of the SA memberships they bring in, plus the meeting fees for their live Story Academy event.
- Upon being approved for training, there is a fee for becoming a licensed Story Academy leader.
- Leaders receive full training in delivering the live SA events, as well as, managing their members in the Facebook group
- Those who are interested, can apply to be a leader upon completing Story Academy with your certificate.
- Leaders must model and uphold all Story Academy policies and procedures to maintain their leadership and location within Story Academy.

Visit the website for more information:

www.storyacademy.ca/leaders

Additional Information and Amendments

Graduate Conferences

In some locations there may be a conference with opportunities for students to deliver their final talks live. Ask your leader if this is applicable in your area.

Policies around Live Story Academy Events:

- Where available, Story Academy members can attend Live Story Academy events.
- **Be on time for the Story Academy Live Events!**
- If you attend, you must be available to be present for the entire meeting. Do not attend late or leave early.
- The Story Academy Live events include warm up storytelling exercises, and a time when you can deliver your stories live in front of the group.
- Where available, Story Academy Members can schedule a time to deliver their stories at a live meeting.
- You need to be present at a live meeting to schedule your storytelling time for a future meeting.
- If you want to attend the live meetings, if you have one in your area, please commit to attending as often as possible, not just during the days when you are doing your particular story.
- If you like, you can video yourself delivering your story in the meeting, and then upload that video to Facebook. You will then upload that video to the Facebook group, as usual, for review and feedback.



Need more help with attracting your ideal audience?

If you need further help with creating your opt-in offers, programs, marketing funnel, or other aspects of your marketing, talk to Paul and Jennifer Henczel about their Inner-Circle Mastermind and Mentorship levels of membership. Find more information on the website: www.StoryAcademy.ca

Note: If you see any typos or mistakes in this manual or any of the workbooks or materials, please let us know. We also welcome your suggestions and feedback. Your help will go a long way in developing this program to help even more people tell their story. Thank you!