



Story-Finding: Questions to get you started

As business leaders, we all have stories. Stories help us express and demonstrate our brand purpose. During our recent webinar, “Cultivating Purpose,” we shared easy to follow steps for finding, crafting and sharing stories on purpose. Here are just a few questions we shared to help you get the ball rolling on finding and crafting your brand stories.

Questions for finding stories within your business

- What have you learned about our organization during the pandemic?
- How have we demonstrated our purpose during this time?
- In what ways have you or your team delivered excellence to a colleague or customer during the past few weeks?

Questions to help cultivate stories from your customers and clients

- How has our company helped you during this challenging time?
- Would you be willing to share an experience you had with our company during the last two months that demonstrates our commitment to your business?
- Would you be willing to provide a short testimonial or quote about working with me during the past few weeks? Specifically ...

Additional Resources

“Cultivating Purpose” Webinar Replay

<https://youtu.be/ApUuU8ZVLQo>

“How Stories Influence Purpose,” February 22, 2020

<https://aligndonpurpose.com/stories-influence-purpose/>

“Purposeful Storytelling,” April 5, 2019

<https://aligndonpurpose.com/purposeful-storytelling/>