

APEX 2015

MASTERING INFLUENCE IN THE NEW WORLD

FRAMING QUESTIONS TO HELP YOU DEVELOP A LIBRARY OF ETHOS STORIES

1. Share a time in your life when you faced uncertainty and describe what happened.

2. Describe a challenge you faced and the lessons you learnt from it.

3. If you have ever had an 'A-ha' moment describe what it was like and if it still influences your behaviour.

4. Describe a time you persisted in order to achieve something.

5. Share one of your regrets and why you regret it.

6. If you have had a turning point in your life, describe what it was and why it had such an impact.

7. Share a time you pursued a dream.

8. Describe a situation when you faced conflict and how it challenged you.

9. Describe a time you believed in yourself and achieved something against the odds.

ETHOS STORY CHECKLIST

	Yes	No
Are you on track?	<input type="checkbox"/>	<input type="checkbox"/>
Is your story based on a true experience?	<input type="checkbox"/>	<input type="checkbox"/>
Have you considered your audience carefully?	<input type="checkbox"/>	<input type="checkbox"/>
Does it demonstrate a value?	<input type="checkbox"/>	<input type="checkbox"/>
Have you been specific and avoided generalities?	<input type="checkbox"/>	<input type="checkbox"/>
Is there a good level of humility?	<input type="checkbox"/>	<input type="checkbox"/>
Is there enough (but not too much) emotional data?	<input type="checkbox"/>	<input type="checkbox"/>
Is there a healthy level of self-disclosure without it being too 'raw'?	<input type="checkbox"/>	<input type="checkbox"/>
Is there a lesson learnt or a reflection?	<input type="checkbox"/>	<input type="checkbox"/>
Do you enjoy telling it??	<input type="checkbox"/>	<input type="checkbox"/>