

## Activating Collective Purpose Through Your Story

**Directions:** Take 10 minutes to think about and describe a formative moment in your life, one that shifted your perspective or shaped how you approach your work. This moment can be anything that moved you--a childhood memory, an experience, a story you read, a relationship you had, a trip you took, etc. The questions below are meant to help you pinpoint this moment in your life:

- What is the most important decision you've made? What was difficult about the choice? What was easy? Were the consequences of your decision what you had imagined before making it? Did you plan your choices, or did you follow your gut instinct?
- What is true about your life that you wish you could have changed? What prevented you from changing your circumstances? How have your circumstances affected you?
- As you consider the values that guide your life and work, what experiences shaped them for you? How did those experiences shift your perspective?
- If you were to describe your life's work to your younger self, how would they respond? What might surprise them/what might feel familiar? What would make them proud? What would you be most eager to share?

**\*Tip\*** As you begin writing your formative moment in the box below, remember to ***show instead of tell***. Describe your environment, feelings, senses—smell, taste, sound, etc. As a storyteller, your goal is to bring your audience into your experience. While “telling” is a statement about an action or emotion (“I was the happiest I’d ever been that day”), “showing” invokes a mental image of an action or emotion and helps the reader connect with you and your experience (“In that moment as I walked through the door, my heart was full and my spirit was at peace; I knew I was home”).