

Unleash the Power of Storytelling

by Rob Biesenbach

A printable to-do list of the most effective habits from this book. Check one off each day you do it.

MON TUE WED THU FRI SAT SUN

- ⁰¹ **Open One Meeting With Conflict First**

In your next update, begin with one sentence describing the core tension instead of a status recap. Make the cost of inaction explicit before sharing recommendations.

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- ⁰² **Build a 6-Line Story Frame**

Write six short lines: hook, audience problem, stakes, turning point, proof, and ask. This keeps your narrative concise while preserving emotional and strategic clarity.

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- ⁰³ **Replace One Generic Claim With Concrete Detail**

Find a sentence like 'we improved outcomes' and swap it for a specific scene, number, or quote. Specificity is what gives your story authority.

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- ⁰⁴ **Tell a Failure-Recovery Story This Week**

Share one real moment where a plan broke, what you changed, and what improved. Controlled vulnerability increases trust faster than polished certainty.

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- ⁰⁵ **Run the Two-Minute Compression Drill**

Record your story and keep trimming until it lands in under two minutes without losing tension or transformation. Compression reveals what matters.

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- ⁰⁶ **End Every Story With One Decision Request**

Close with a single clear ask: what exactly should this audience decide, fund, stop, or start? Narrative without an ask rarely changes behavior.