



APPLICATION GUIDE – JANUARY 2019

Building a StoryBrand: A Conversation with Donald Miller

BOTTOM LINE:

Great leadership taking people on a journey and helping them find *their* place on that journey.

KEY TAKEAWAYS:

- **The Importance of Creating Direction**
 - People want to go on a journey and will go where they are led. Therefore, a leader must decide a direction in which to lead people.
 - The direction doesn't have to be "right.". In fact, "not right" direction is better than no direction.
 - If a leader doesn't set a direction, it can create a void. Someone else will step into that void and lead in the absence of the leader, which can often lead to chaos.
 - A good leader creates a story and invites those they lead into the story with them.
- **Implementing Direction Through Story**
 - A leader can create a story for their vision by doing the following:
 - Cast a compelling vision for the future. This is the story.
 - Where are we going?
 - What does the future look like?
 - Identify what's at stake if this vision does not happen.
 - Why does this matter?
 - Why is it important?
 - Identify how team members play a part in the vision.
 - What are their roles? What is their place in the story?
 - Why is each role important?
- **The Leader Is the guide, Not the hero.**
 - A leader should never cast themselves as the hero of the story. Rather, a leader should cast themselves as the guide in the story.
 - A guide helps the hero win the day. Similarly, teams look to their leader to help them win.
 - By removing themselves as the hero, a leader creates room to invite their teams into the story to be a part of it.

QUESTIONS FOR REFLECTION OR TEAM DISCUSSION:

1. What story is your leadership telling? How have you invited your team into the story? Do they know why it is important and the role they play in it?
2. Are you the hero or guide in your story? If you are the Hero, what do you need to change in order to be the Guide?
3. If you have not already done so, consider taking your team through *Building a StoryBrand*.

RESOURCES MENTIONED:

Building a StoryBrand by Donald Miller

Logotherapy and Man's Search for Meaning by Viktor Frankl