

STORY CAPTURE

Use the Story Capture worksheet to identify the stories you and your colleagues use to explain “**how things work around here**” or even how they don’t work! These include common examples people cite, big moments people remember, or client stories that help people make sense of decisions.

WHAT ARE THE HIGHLIGHTS OF THE STORY?

1	
2	
3	
4	

When does it get told?

What does it explain to people?

WHAT’S A GOOD NAME FOR THIS STORY?

Naming the story helps you to spot it faster when it comes up and gives you a way to shift the story in a new direction if necessary.

What should happen with this story?

☐ Retire it
 ☐ Amplify it
 ☐ Redirect it

Other:

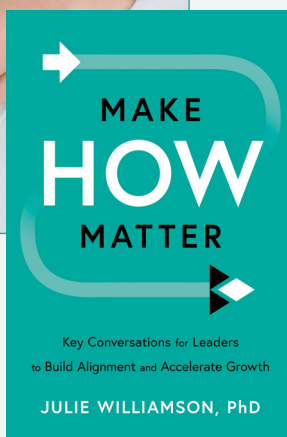
Talk with Julie today about moving from agreement to alignment on your most ambitious goals!

JULIE WILLIAMSON, PhD – Managing Partner at KARRIKINS GROUP



Julie believes in the power of conversation to build a shared understanding of often ambiguous concepts like mission, purpose, values, strategy, transformation, and innovation (to name a few). And she knows that leaders are often not taught how to create the space for quality conversations **across** the business as they move into enterprise leadership roles. She wrote **Make HOW Matter** to be a leader's guide to aligning their teams and delivering together.

Julie is a seasoned speaker who can bring energy and focus to your team as you lean into the work of making HOW matter. If you are interested in booking her for a keynote or talking with her about a workshop for your team, reach out at www.makehowmatter.com/julie and say hello.



MAKE HOW MATTER is full of resources, tools, and frameworks for getting teams aligned to deliver together. You can purchase copies on Amazon, in bulk through Porchlight Books, and on Audible as well as other e-book and audio book platforms. All of the worksheets referenced in the book can be found at www.makehowmatter.com/worksheets. If you'd like a workbook of all the resources that you can print for yourself, fill out the form on the webpage to request one.

KARRIKINS
GROUP

MAKE
HOW
MATTER



The most inspired WHY
and the most ambitious WHAT
will fail without an aligned HOW

We've observed that:

- Misaligned leaders contribute to sub-par transformations, declining growth, and inefficient investments
- Aligned leaders accelerate strategic success and exceed growth goals
- Enduring value creation in companies comes from aligned leadership teams

hello

Ready to have a MAKE HOW MATTER conversation with your team? We can help. Fill out our contact form or book a meeting at www.makeHOWmatter.com