IP BEST PRACTICES

Compelling Story (as a leader)

A best practice shared by Dirk Loots.

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Compelling Story (as a leader)

Exploring compelling storytelling by creating narratives that resonate with the audience through the head, heart, and hands.

Key steps

From the head (plan): make your story informative by sharing a clear strategy, rules of engagement, or KPI's.

From the heart (feeling): connect emotionally by showing your passion, beliefs and values - support a sense of safety and belonging.

From the hands (action): make it actionable by defining what success looks like, what we want to achieve (tangible), and what you/we are going to do.

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