



Crafting and Sharing Your LGBTQ+ Story

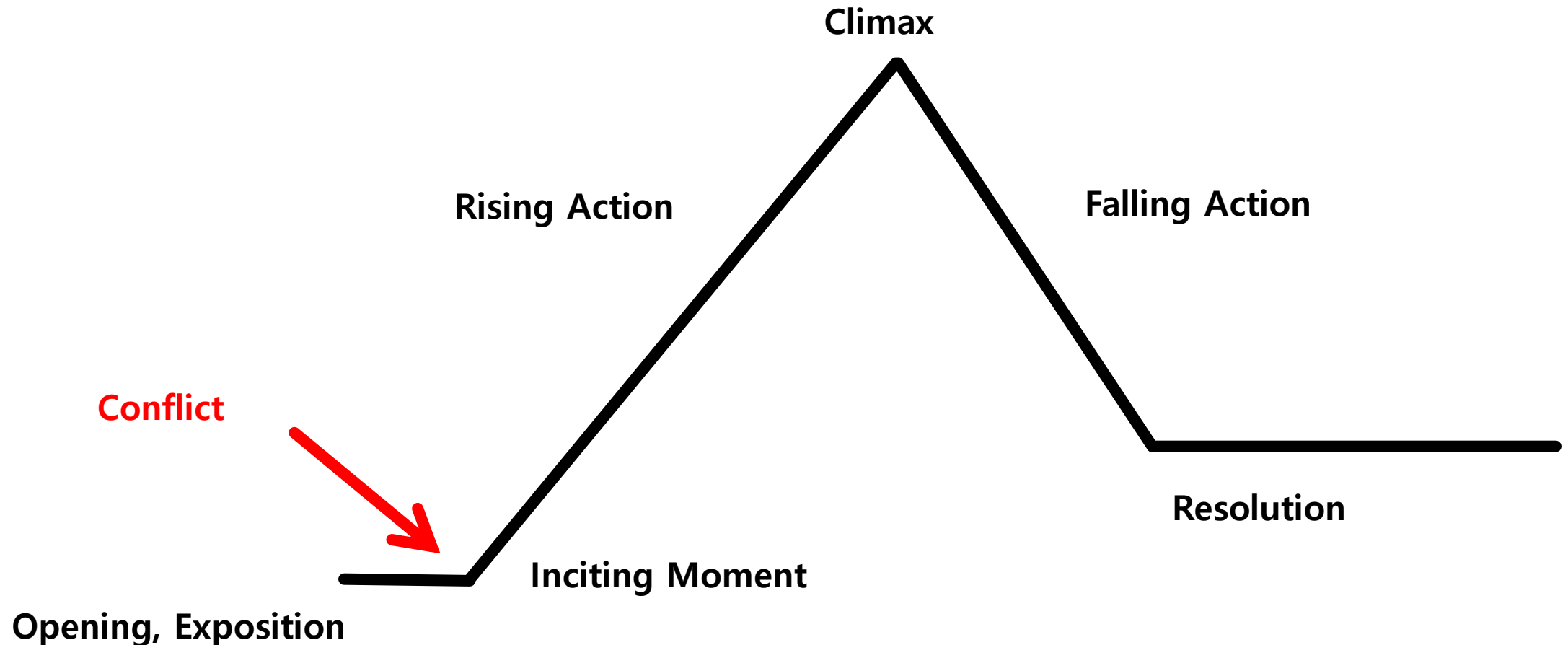
Out & Equal Workplace Advocates
Executive Forum 2020

JD Schramm Ed.D.

Begin with some inquiries

- Why do we love stories?
- What's the basic flow of a story?

Consider the basic story structure



Freytag's Pyramid as referenced by Nancy Duarte

7 Habits of Highly Effective Storytellers

1. Parachute in...don't pre-ambler
2. Choose first (and final) words carefully

Choosing first words carefully



Choosing final words carefully



7 Habits of Highly Effective Storytellers

1. Parachute in...don't pre-ambler
2. Choose first (and final) words carefully
3. Follow Goldilocks' Theory of details

Use a goldilocks level of details



7 Habits of Highly Effective Storytellers

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3. Follow Goldilocks' Theory of details
4. Remember the magic grain truck....

Sharing a “Grain Truck” Moment



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4. Remember the magic grain truck....
5. Use natural and authentic humor

LB Hannahs connects through humor



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3. Follow Goldilocks' Theory of details
4. Remember the magic grain truck....
5. Use natural and authentic humor
6. Use silence

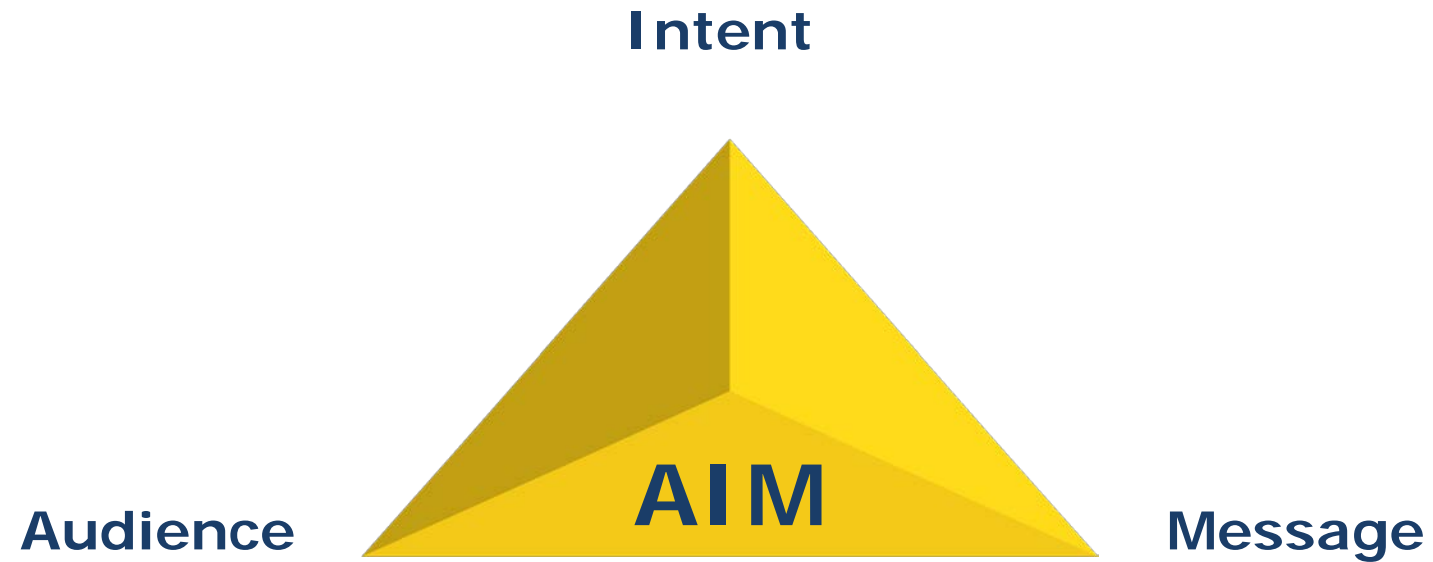
Embracing silence to draw us in



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5. Use natural and authentic humor
6. Use silence
7. Know your AIM

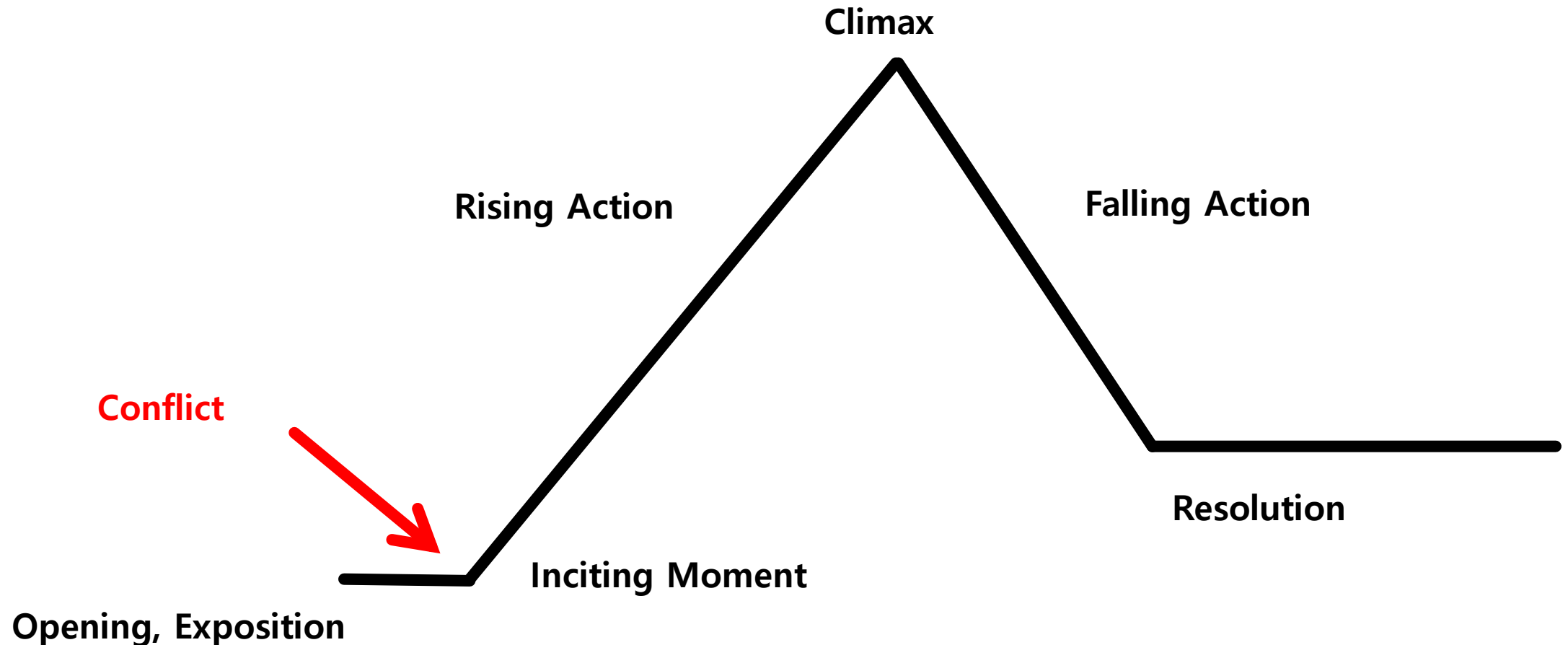
Your success begins with your communication strategy



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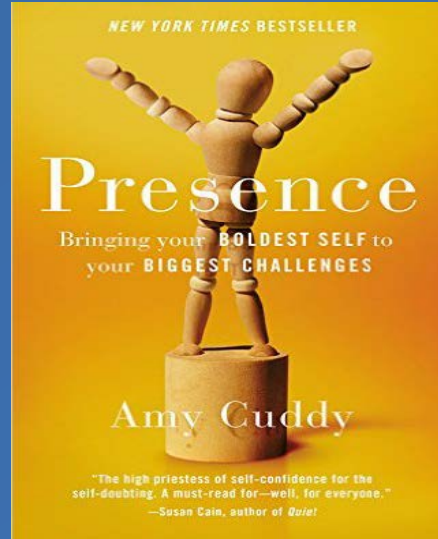
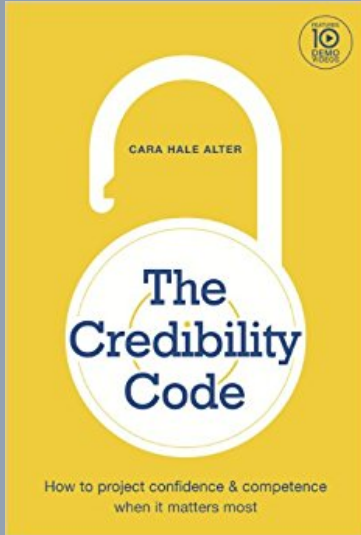
Consider the basic story structure



Freytag's Pyramid as referenced by Nancy Duarte

Observing verbal, vocal, visual aligned

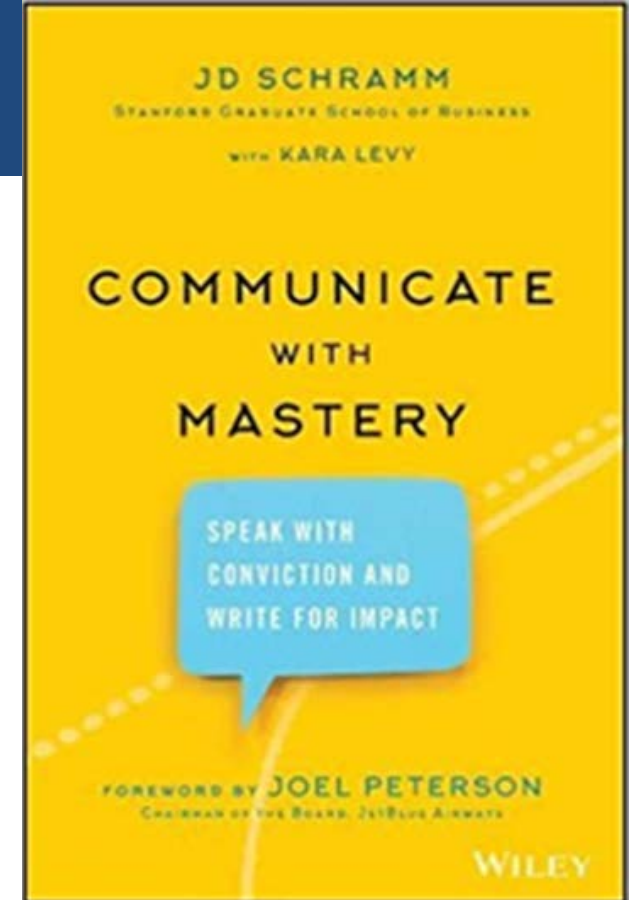




Resources to support you

Resources for Storytellers

- Search "LOWKeynotes" on YouTube
- Books
 - The Credibility Code, Alter
 - Presence, Amy Cuddy
 - Made to Stick, Heath²
 - Speaking up without freaking out, Abrahams
 - Illuminate, Slide:ology & Resonate, Duarte



Some LGBTQ LOWKeynote Videos to Explore

- *Jack Armstrong: Apprenticeships*
- *Win Chesson: Why gender-inclusive language matters*
- *Kudzi Chikumbu: The moment you decide to commit*
- *Caroline Clark: The power of the word*
- *Sam Duboff: In support of the middle child*
- *Andrew Jakubowski: Individuality and inclusivity*
- *MD Ma: Who do you see?*
- *Jenna Morgenstern -Gaines: Google Gay Gene*
- *Dane Renner: Elevating team performance*
- *Eric Tsytslin: Laughter – serious business*
- *Rex Woodbury: Redefining Masculinity*

Reaching me

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Let's keep the conversation going



“It’s not the message you send...or even the message they receive...it’s the message they repeat”

– James Buckhouse
Story and Design at
Sequoia Capital

