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

Freitag’s Pyramid as referenced by Nancy Duarte
7 Habits of Highly Effective Storytellers

1. Parachute in...don’t pre-amble
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-amble
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

1. Parachute in...don’t pre-amble
2. Choose first (and final) words carefully
3. Follow Goldilocks’ Theory of details
4. Remember the magic grain truck....
Sharing a “Grain Truck” Moment
7 Habits of Highly Effective Storytellers

1. Parachute in...don’t pre-amble
2. Choose first (and final) words carefully
3. Follow Goldilocks’ Theory of details
4. Remember the magic grain truck....
5. Use natural and authentic humor
LB Hannahs connects through humor
7 Habits of Highly Effective Storytellers

1. Parachute in...don’t pre-amble
2. Choose first (and final) words carefully
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
7 Habits of Highly Effective Storytellers

1. Parachute in...don’t pre-amble
2. Choose first (and final) words carefully
3. Follow Goldilocks’ Theory of details
4. Remember the magic grain truck....
5. Use natural and authentic humor
6. Use silence
7. Know your AIM
Your success begins with your communication strategy

Source: Russell and Munter, Guide to Presentations
7 Habits of Highly Effective Storytellers

1. Parachute in...don’t pre-amble
2. Choose first (and final) words carefully
3. Follow Goldilocks’ Theory of details
4. Remember the magic grain truck....
5. Use natural and authentic humor
6. Use silence
7. Know your AIM
Consider the basic story structure

Freitag’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, Heath
  - 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 Mrogenstern -Gaines**: Google Gay Gene
- **Dane Renner**: Elevating team performance
- **Eric Tsytslin**: Laughter – serious business
- **Rex Woodbury**: Redefining Masculinity
Reaching me

Twitter: @jdschramm

LinkedIn: jdschramm

Email: jschramm@stanford.edu

Web: www.jdschramm.com

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