Card A: for the listener

Impress your Board · CXO Level Storytelling and Communication Workshop

Why it's different: often we tell: "That sounded good. What I thought was…" Here we ask first, giving someone the opportunity to work it out for themselves. Then we offer our own view, to add what they may not have noticed in themselves.

Stay in role. Notice **the words** (what you hear), **the music** (how it sounds) and **the dance** (what you see), and what your intuition tells you. Then pick three questions, ideally one from each. For each: ask, listen, then share how it came across to you.

The words *(what you hear)*

1 **THE ANSWER** "What do you think I'll remember from that?"
Then: "What I remember is…"

2 **THE OPTIONS** "Why do you think this option beats the others?"
Then: "What I'd still want to know is…"

The music *(how it sounds)*

3 **VOICE AND PACE** "How did your voice sound to you: pace, energy, pauses?"
Then: "What I heard was…"

4 **CONVICTION** "Where did you sound most confident, and where least?"
Then: "Where you sounded most convincing to me was…"

The dance *(what you see)*

5 **PRESENCE** "How do you think you looked from my seat?"
Then: "What I saw was…"

6 **EYE CONTACT** "How comfortable were you holding eye contact?"
Then: "From where I sat…"

Then share, from your seat: "I think it would be even better if…" and "What worked really well was…"
To finish, ask: "What one thing will you do differently next time?" Let them commit to it.

Ask first, then share. Let them find the sharper version.

Card B: for the listener

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Stay in role. Notice **the words** (what you hear), **the music** (how it sounds) and **the dance** (what you see), and what your intuition tells you. Then pick three questions, ideally one from each. For each: ask, listen, then share how it came across to you.

The words *(what you hear)*

1 **THE ANSWER** "If I summed up your proposal in one sentence, what would you hope I'd say?"
Then: "My sentence would be…"

2 **CLARITY OF THE CASE** "How easy do you think your reasons were to follow?"
Then: "What I followed easily, and where I lost the thread, was…"

The music *(how it sounds)*

3 **CONFIDENCE** "How confident did you feel?"
Then: "How confident you sounded to me was…"

4 **ENERGY** "Which moment do you think had the most energy?"
Then: "The moment that stood out for me was…"

The dance *(what you see)*

5 **BODY LANGUAGE** "What do you think your body language said about your belief in your proposal?"
Then: "What it said to me was…"

6 **ASKING FOR THE DECISION** "What were you doing with your hands and eyes when you asked for the decision?"
Then: "What I noticed was…"

Then share, from your seat: "I think it would be even better if…" and "What worked really well was…"
To finish, ask: "What one thing will you do differently next time?" Let them commit to it.

Ask first, then share. Let them find the sharper version.

Card C: for the observer

Why it's different: often we tell: "That sounded good. What I thought was…" Here we ask first, giving someone the opportunity to work it out for themselves. Then we offer our own view, to add what they may not have noticed in themselves.

Watch both pitches. Note what you hear, what you see, and what your intuition tells you.

The words *(what you hear)*

Was the answer first? Were the reasons clear and easy to follow? Was it clear what they were asking for? Was anything missing, or avoided?

The music *(how it sounds)*

Pace, energy, pauses, confidence in the voice.

The dance *(what you see)*

Posture, eye contact, gestures.

After the listener has finished, share: **"I think it would be even better if…"** and **"What worked really well was…"**

Ask first, then share. Let them find the sharper version.