

URL: <https://stvp.stanford.edu/clips/telling-your-story>

Emmy Sobieski, COO of Competitive Storytelling, Inc., advises young people to be brave enough to be themselves when telling their story, and to start keeping a “story bank” early in their life. For entrepreneurs specifically, she passes along advice from Roobie Crabtree.



Transcript

- I think the pieces of telling a great story, for me, 00:00:08,643 number one, is to be brave enough to be yourself.. That does not mean wearing my pink Chanel robe on Zoom in a live webcast, that is not.. I've been asked this by students a lot, they're like, "Well, you should really see who I really am." So, but it's being authentic and being open enough to be able to share something like I did about Coin Cloud, to be able to go to that edge so that you're sharing something that's real.. You're not just sharing platitudes.. And then number two, people say, "Well, I'm young, I don't have any stories." You won't believe all the stories you have from growing up from your parents, from what you saw happen with your cousins, from different business stories.. So start a story bank, start it early, and as you start to write down the stories that you know, you'll find more and more will come to mind.. And then you just kind of go through and get your top 10 together.. Those are the big- And then you practice, then you practice.. And then for entrepreneurs, Robbie has lots and lots of writing about.. You want to have your founder origin story, which is why you, your startup vision story, which is why you should be building this startup..

And the future vision story is, what is the world gonna look like when you've built this startup that you are uniquely bred and built to build? So those three pieces are the pieces.. And he has tons, he writes about it on LinkedIn, you can follow him on YouTube, you can learn all kinds of things from him for free, and you know, and more...