



# NEUROSELLING® PROGRAM

## Tool Builder

Personal Connection "Why" Story

Please take the time to thoughtfully answer the questions below, as this will be instrumental in your ability to effectively build an impactful Personal "Why" story. Your "Why" story will be a guiding tool for building deeper relationships with others as you communicate for purpose, impact, and performance.

## PART 1: What Are Your Values?

Values are unique, yet universal characteristics that best describe how you see yourself and how you hope the world sees you as well. These defining traits should be foundational in how you communicate. By defining your values, you naturally develop deeper trust with others by establishing a genuine connection built upon the things that truly matter.

Using the following values below please identify 10 by marking or circling them and then reduce those to your top 5 and ranked 1 to 5.

### Values, Beliefs, and Personal Characteristics

|                  |                |                    |                      |                    |
|------------------|----------------|--------------------|----------------------|--------------------|
| Accountability   | Contentedness  | Financial Security | Integrity            | Respectfulness     |
| Achievement      | Control        | Forgiveness        | Kindness             | Responsibility     |
| Adventure        | Courageousness | Freedom            | Love                 | Self-Reliance      |
| Affection        | Creativity     | Friendship         | Mentoring            | Self-Respect       |
| Ambition         | Dedication     | Fun                | Order                | Servant Leadership |
| Authority        | Dependability  | Genuineness        | Peace                | Service To Others  |
| Autonomy         | Discipline     | Happiness          | Perseverance         | Sincerity          |
| Coaching         | Dreamer        | Health             | Personal Development | Stability          |
| Collaboration    | Empathy        | Honesty            | Positivity           | Success            |
| Comfortable Life | Encouragement  | Hope               | Power                | Taking Risks       |
| Companionship    | Equality       | Hard work          | Preparedness         | Teamwork           |
| Compassion       | Excitement     | Imagination        | Pride                | Trustworthy        |
| Competence       | Faith          | Improving Society  | Problem Solving      | Winning            |
| Competition      | Fame           | Independence       | Recognition          | Wisdom             |
| Conservation     | Family         | Innovation         | Reliability          |                    |
|                  |                |                    |                      | OTHER?             |

Value 1: \_\_\_\_\_

Value 2: \_\_\_\_\_

Value 3: \_\_\_\_\_

Value 4: \_\_\_\_\_

Value 5: \_\_\_\_\_

## Part 2: Who Has Helped You Along Your Journey?

Think of those who have helped you during the specific key stages of your journey to date. On the first line, write down the person you believe most impacted you during that life stage. Then in the open block, write down 2-3 characteristics of each person and why they were so influential to you.

**Impact Sage 1 (0-18) :** \_\_\_\_\_

**Characteristics & Why:**

**Impact Sage 2 (19-25) :** \_\_\_\_\_

**Characteristics & Why:**

**Impact Sage 3 (26-40) :** \_\_\_\_\_

**Characteristics & Why:**

## **Part 3: How Did Their Influence Shape You?**

Taking into account your values from Part 1 and the people that helped impact your life in Part 2:

Write a short paragraph/story (<300 words) that represents how your sage(s) in Part 2 shaped your values and your life, why that matters to you today and how that will positively impact those around you.

### **My Personal "Why" Story**

## Part 4: Creating "Situational" Iterations

It is important to recognize that as a successful communicator you will have to be situationally aware to present the most appropriate of your three connection stories. In this part we will be creating 3 iterations of your Personal Connection Story- a 2 minute version, a 1 minute version, and lastly a 30 second version.

### 2 Minute Personal Connection Story (*<300 words*)

### 1 Minute Personal Connection Story (*<150 words*)

### 30 Second Personal Connection Story (*<75 words*)