

SIGEP STORYTELLING GUIDE

What makes a good story?

1. Things that align with our goals.
2. Relevance.
3. Relatable to everyone.
4. Pictures.
5. Personal perspective.
6. Unique stories.
7. Interesting characters.
8. Catching people winning.
9. Widely accessible.
10. Narrative.
11. SigEp specific take away message.
12. Partners in higher education.
13. Sharing and living the SigEp experience.
14. Going against stereotypes.
15. Building Balanced Men.
16. Successful alumni.
17. Cardinal Principles.
18. Call to action.
19. Inspiring.
20. Demonstrating Sound Mind/Sound Body.
21. Challenging the process.
22. Big accomplishments/big scope.
23. Diversity.
24. Personal and emotional connections.
25. Emphasize positive brotherhood.
26. Raising the bar.
27. Peer to peer advice.
28. Elements of surprise and novelty.
29. Quotes.