



**SIX-WORD LEADERSHIP STORIES:**  
CURATING AND CRAFTING YOUR ELEVATOR SPEECHES

Product Camp ON>LINE™  
Jean Storlie

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## Leadership Values and Story Gems

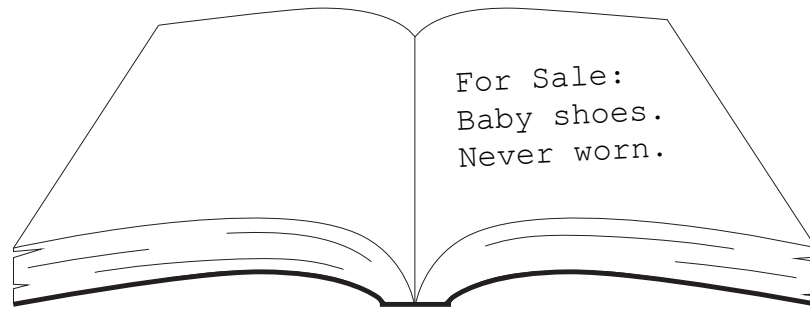
<b>Your Marquee</b> Express Who You Are	
<b>Your Muse</b> Why You Work	<b>Your Fame</b> How You Want to Be Known/Valued
<b>Your Comedy</b> What Energizes You	<b>Your Tragedy</b> What Drains You

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## Six Word Story

Ernest Hemingway was challenged in a bar ...  
Can you write a Six-Word Story?



**He claims it was his best!**

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## Whiteboard Exercise: Six-Word Leadership Stories

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