Type Here Your Story Title

# GRABBER

Type here your attention grabber, why they should listen

# YOUR IDENTITY

Define yourself with a succinct expression that sets the scene e.g. ‘I am a Jedi’

# THE PROBLEM

Describe the problem / situation / task you had to solve or get done

# SOLUTION

Path to reaching the solution. What did you discover that led you to the solution.

# LEARNING

What did you learn from the process. Why is it relevant to your job, or your prospective employer? What can they learn from it? Why are you valuable for them?

# IMPACT

What happened because you discovered that solution? What kind of impact you made?

# CLOSING

Wrap up and feed back to YOUR IDENTITY to reinforce the message. ‘I made it happen. Because I am a Jedi’