This is a sample Story Matrix for you to use as a starting point.

***Instructions:***

**Column Labels:**

I suggest you leave the column labels as is since they come from the author of What’s Your Story, Craig Wortmann. Success, Failure, and Fun stories are easy to identify. Craig calls Legend stories the ones we all know like Bill Gates dropping out of Harvard or Jack Welch, CEO of GE telling his employees that they will be number 1 or number 2 in every business they are in. You may have your own legend stories to draw from your own experience and within your company too! When sharing stories, Legend stories can be used as examples of the good, the bad, and the ugly to which you may want to draw a parallel to in point you are trying to make with your story.

**Row Labels:**

Replace the row labels (if you want) in the table below with the types of stories you want to keep track of in your personal life and/or business. The row labels listed are only suggestions. Please feel free to make up your own, take some out, or add more!

**How to use the Story Matrix:**

1. Start by making sure the row labels meet your needs. You can always add more later.
2. Next, brainstorm with yourself for a few minutes about some stories you share often and jot down a date or a few words in a box to trigger your brain about that story in the future, as with the example IBM story below. You only need a trigger for your mind to recall the story. Or, record the audio of you telling the story (brief is best) and put a link to that audio in the matrix below.
3. Lastly, put your Story Matrix in the cloud making it easy to get access it so you can continually update it as your stories happen. I recommend all of your team keep their own Story Matrix so you can leverage each other’s stories one day.
4. Delete all of the text from the top of the page to this point. You are now on your way to always having access to all of your most important stories anytime and anywhere!
5. If you and your team keep their own Story Matrix, you can compare notes and borrow from each other’s stories. Your stories do not need to all be first person.

Please contact Nathan Gold if you have any questions or suggestions: [ngold@democoach.com](mailto:ngold@democoach.com) or +1 510.579.8530

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| --- | --- | --- | --- | --- |
|  | **Success** | **Failure** | **Fun** | **Legend** |
| **Customer** |  |  |  |  |
| **Team** |  |  |  |  |
| **Trust** |  |  |  |  |
| **Presenting** | 8/11 IBM FinTech/Watson |  |  |  |
| **Zinnov** |  |  |  |  |
| **Me** |  |  |  |  |