# Example of Two Column Story Catcher

Note: I changed a couple of names and a company for confidentiality reasons

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| Aligning behavior with Why and higher purpose | John Doe, pg. 4 of conversation notes where he helps a tech who isn’t putting needed overtime connect the desired behavior—working overtime so the customer can use their car sooner rather than later—with the value generated to the another human being and making their lives easier. Also great example of connecting with higher purpose. |
| Ignoring early warning signs | Jeff’s Basenji jumping through plate glass window after indicating he wanted to come in and they ignored him. |
| How we elicit responses in others, think it’s them, but it’s us | Me at UCONN and UMO and how I elicited different responses and I thought at first it’s them. |
| Analogy to pack a punch | Around 5:45 left in Michael Levin’s interview with eofire.com he tells the “reverse the flow” story about the septic tank person… think about how to use this as a metaphor.  His Barbara Corcoran story.  His Shark Tank story and how it made him see his business in a different light. |
| Importance of credibility | The importance of credibility in advance. The young woman sharing three key copywriting tips on youtube. Didn’t recognize her, there was nothing that talked about her credibility, moved on. Then came to Matt Furey. I know who he is from his reputation. He’s telling his origin story. It was told in a very slow, ponderous way. I would have turned it off within 30 seconds and rolled my eyes at some of his poor public speaking if it wasn’t for the fact that I knew he was super successful. |
| Visual to make a point, find the right element and audience | David Whyte talking about how the swan’s grace emerges simply by coming into contact with its element. Combine that with I want to go where I’m celebrated, not tolerated. |
| Analogy, speaking in terms of customers | Speak in language of your customer. Rather than 16 gigs, you can say thousands of songs in your pocket |
| Leader’s messages, everything matters | Ben from ACME Tech Solutions not taking notes after I said a couple of times to the group about taking notes. I brought this up to him in a break and he said he finds that it doesn’t help him. Asked him to share with the group… |