



Circle of Storytellers Content Drop #1

Don's Insight · How Great Leaders Use Story

I've sat across from some of the best leaders in the world. I've also sat across from a lot of people who had everything those leaders had — the résumé, the intelligence, the vision — and somehow couldn't move a room.

For a long time I thought the difference was confidence, charisma, or the kind of presence that some people are just born with. I know now that is not the case.

"The leaders who move rooms aren't the ones with the best facts. They're the ones with the most specific stories."

The people who can truly move a room always had a story ready for the moments that mattered—not a long one or a perfectly polished one, but a specific one.

They could tell you the name of the coach who said they'd never make it. They could take you back to the exact board meeting where everything almost fell apart. They could still picture the look on a customer's face the moment something they built finally worked.

That level of specificity is what makes a story land. It's not about production value or perfect delivery—it's about the fact that it actually happened, to a real person, in a real moment.

We'll go much deeper on this in the book, because there's an entire chapter on how to use detail with intention. The best storytellers understand the difference between details that build credibility and details that create clutter.

Your assignment before next month's drop: Go back and find one story from your own life, and take the time to make it more specific. Add a name, a place, the exact words that were said—and then see what happens to how it lands.

