



Circle of Storytellers Content Drop #1

The Storybank Question

Storybank Questions are reflections I've designed to help you uncover your best stories—the ones you may not even realize you have. They're especially powerful for people who tell me, "I don't have any good stories to tell," because more often than not, the stories are there... they just haven't been surfaced yet.

"Tell me about a decision you made that everyone around you thought was wrong — and what that moment revealed about what you actually believe."

In my 30 years as a journalist, I've had the privilege of sitting down with more than 2,500 of the greatest winners of our time—people like Michael Jordan, Serena Williams, Coach John Wooden, and some truly exceptional CEOs.

I've learned the questions that really break through, the ones that get past the surface and into the story, aren't about what someone did. They're about what it cost them.

Because every leader—every one of us—has faced a moment where the decision didn't make sense to the outside world. Maybe it wasn't the logical call. Maybe the board pushed back, your team had doubts, or the numbers just weren't there yet. But something in you said, "This is the move."

Those are the moments that define leadership. Not the easy, obvious wins—but the decisions that require conviction before there's consensus.

TRY THIS

Before your next 1:1 or team meeting, think about one decision you've made that fits this question. Write it down in two sentences. That's your story. Now you can ask others the same thing — and when they answer, you'll know exactly how to connect with them.