

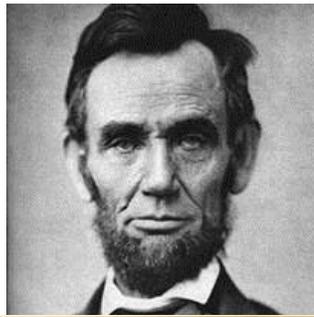
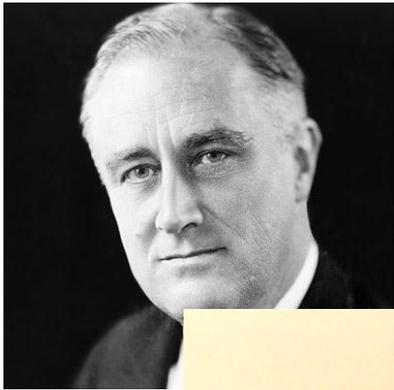
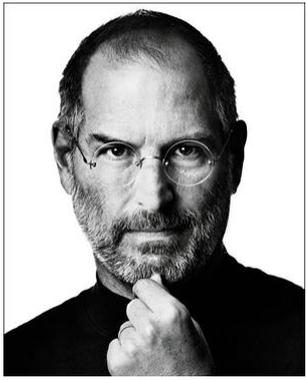
Leaders with Letters Conference 2013

Did you hear about ... ?

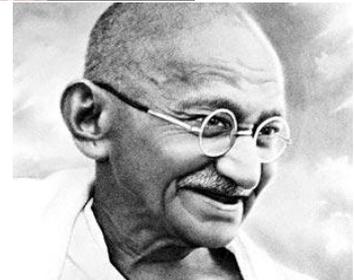
Did you see this ... ?

Did you share that ... ?

Explored by: @JoeGinese - Instigator, Educator, Innovator
Tweets? -> #huLwL



Yingluck Shinawatra, Prime Minister of Thailand







OH!

I see what you did there.



Did you hear about ... ?

Did you see this ... ?

Did you share that ... ?



OH!

I see what you did there.

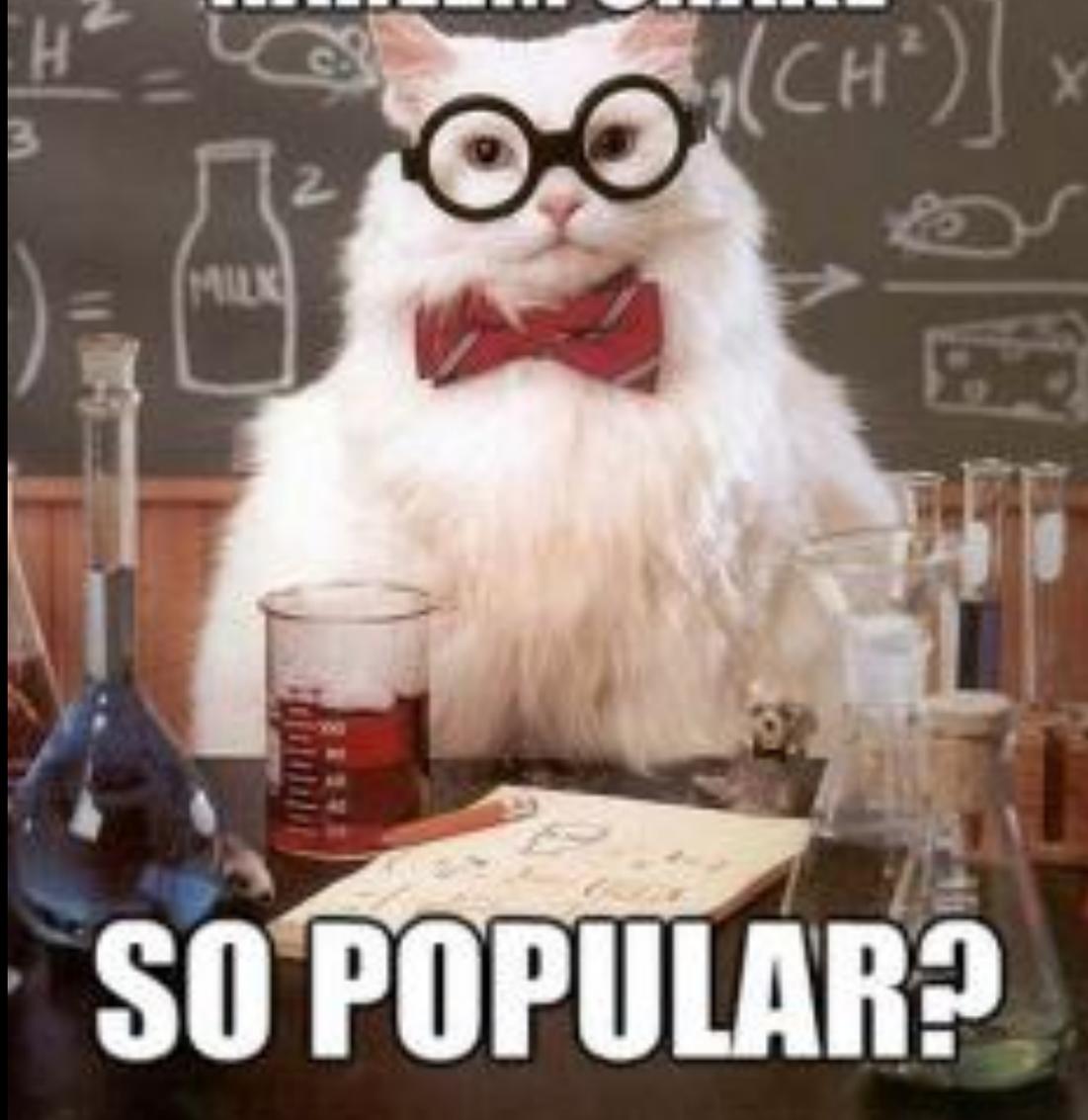
Twitter: @JoeGinese
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Tweets? #huLwL

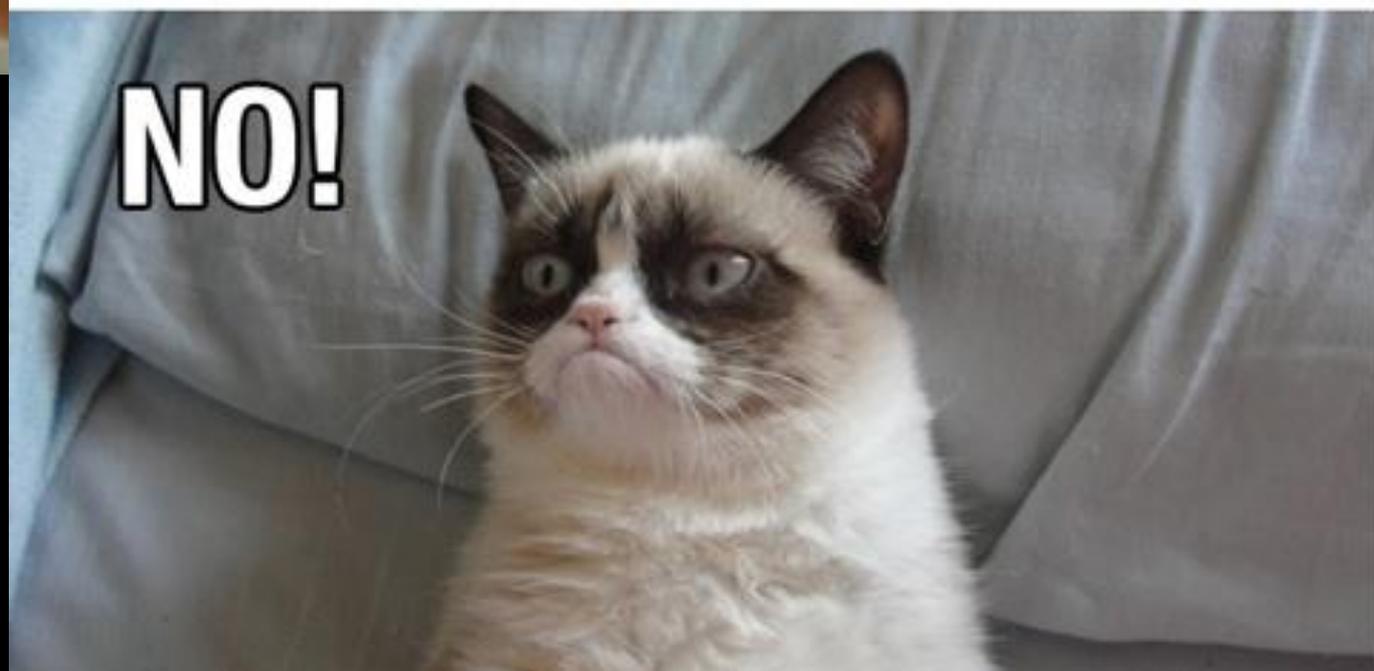
Hofstra University
Leaders with Letters



**WHY IS THE
HARLEM SHAKE**



SO POPULAR?



TAKE A
PENNY,
LEAVE A
PENNY!





FREE HUGS!

got purpose?

storytelling

Sharing
Your
Stories



ings
these
is all far
kid shrouded in my
was coming to New York
carried a 16 year old girl
a campus and Hal and Ed White
a guy called Bob Malkin's coldwater
Neal had arrived the night before, the
the sharp chick looking for a place to eat and we
and Hector's cafeteria has always been a big symbol
then on beautiful big glazed cakes and cream puffs. All
I can't quite tell you everything that I was thinking about
story all about my worklife concerning it is absolutely necessary now
begin thinking about my worklife concerning it is absolutely necessary now
in his shorts. Louanne told me of my jail problem when we passed the Booneville
with her. He said I went to the coldwater flat with the boys and Neal came
there but he said I went to the coldwater flat with the boys and Neal came
office while he passed out to the other guy who owned
holy and important to my life. although he had
ing, and as usual, my life. although he had
non, Ed Uhl's sweet little ass. before
etty, he proved a white lie. before
of he did. That was
apt on the other side
from ash
thinking, s
the floo

storytelling

Disney

paperman



<https://www.youtube.com/watch?v=mM6cLnsCmO8&list=PL3411EDE04EB0E5AC&index=4>

what's
your
story ?

Storytelling

Sending a message

Passing on something

Modeling – Confidence, Humility, Courage

Gaining an audience... but not engaging them.

Storytelling & You

Plan? Purpose? Proceed.

What does your story model?

Can, do, would others share your story?

Does your story create a memory?

Sharing Your Stories



Choose A Different Ending: start

adifferentending

33 videos

Subscribe



TAKE THE KNIFE

DON'T TAKE THE KNIFE

0:26 / 0:34 360p

Like Add to Share

742,013



Storysharing

The audience co-creates the story

The audience helps form the message

Processing of the experience happens in real-time.

Gaining an *engaged* audience ...

Storysharing & You

Where can you create story sharing?

What messages are you trying to form?

What value is gained in processing in real-time?

Why does an engaged audience matter?

Why
should
I care?





















A person is holding a large white sign with rounded corners and a tail at the bottom right. The sign is held in front of their chest, obscuring their face. The person is wearing a dark cardigan over a blue shirt. The background is a dark, solid color.

**What's the
point?**

A world map composed of small white dots on a dark blue background. The map is centered and shows the outlines of the continents. The word "Stories" is written in a large, white, sans-serif font across the middle of the map.

Stories





TAKE A
PENNY,
LEAVE A
PENNY!





**Your
Org**



**Potential
Greek**

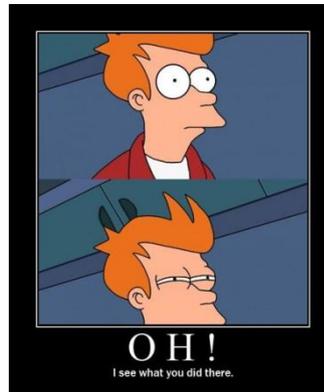




I Choose to **Take Action**

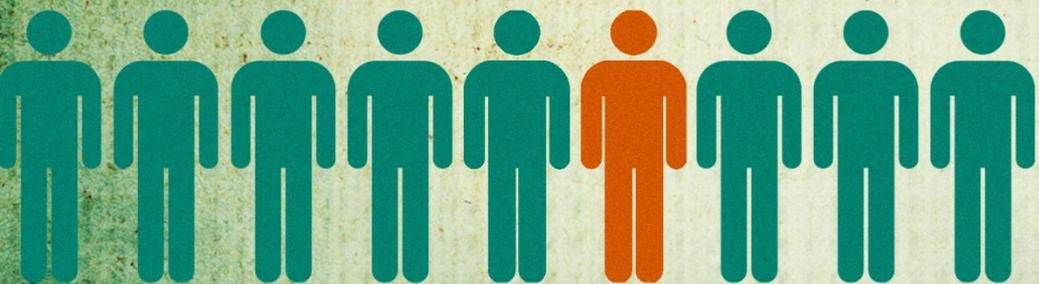


HOFSTRA
UNIVERSITY



@JoeGinese - Instigator, Educator, Innovator

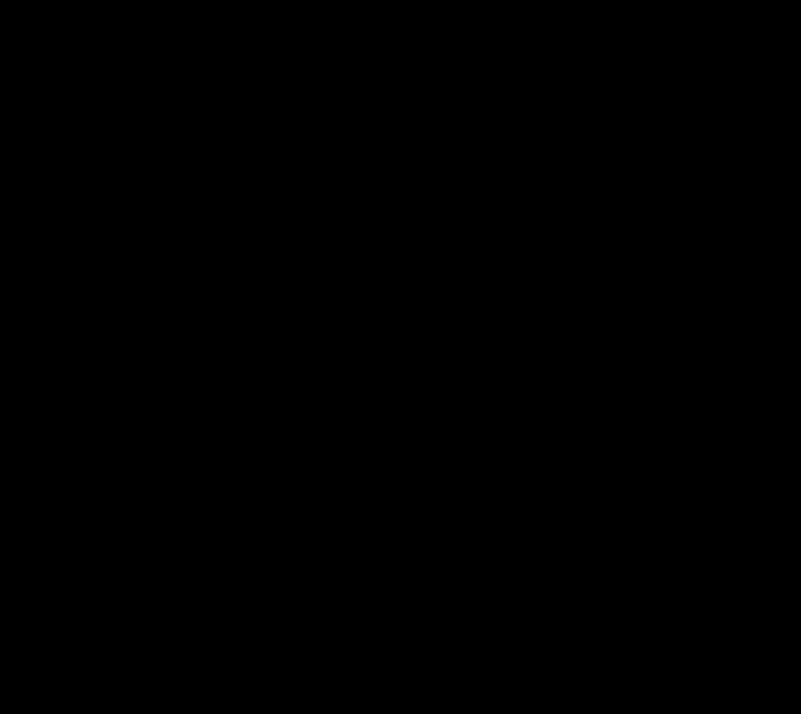
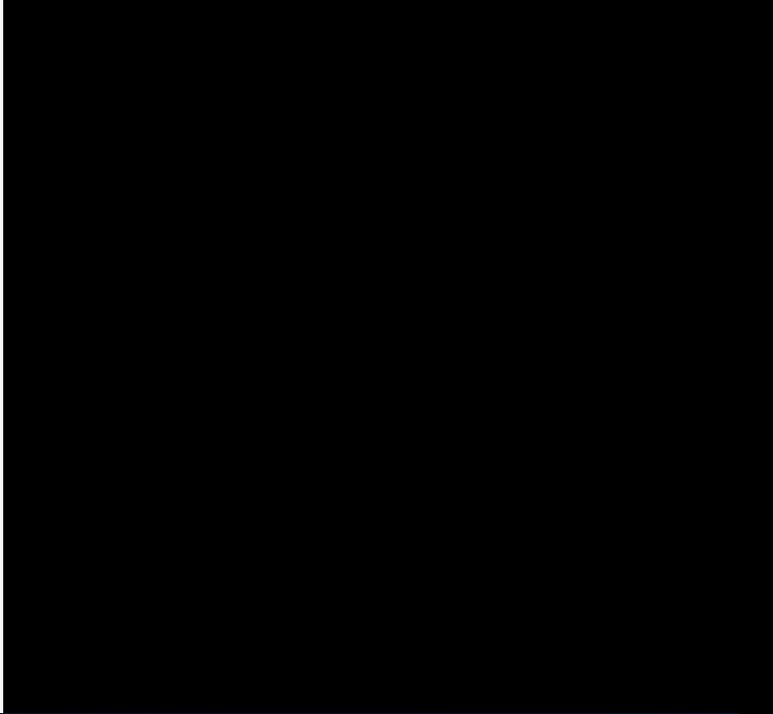
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WHAT ABOUT









what's
your
story ?