Did you hear about ... ?

Did you see this ... ?

Did you share that ... ?

Explored by: @JoeGinese - Instigator, Educator, Innovator
Tweets? -> #huLwL
OH!
I see what you did there.
Did you hear about ... ?

Did you see this ... ?

Did you share that ... ?
Twitter: @JoeGinese
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Tweets? #huLwL

Hofstra University
Leaders with Letters
WHY IS THE HARLEM SHAKE SO POPULAR?
DO THE HARLEM SHAKE

NO!
TAKE A PENNY,
LEAVE A PENNY!
FREE HUGS!
got purpose?
storytelling

Sharing Your Stories
storytelling
what's your story?
Storytelling

Sending a message

Passing on something

Modeling – Confidence, Humility, Courage

Gaining an audience... but not engaging them.

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
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?
What’s the point?
TAKE A PENNY,
LEAVE A PENNY!
WORD OF MOUTH
Your Org

Potential Greek
I Choose to Take Action
@JoeGinese - Instigator, Educator, Innovator

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WHAT ABOUT ME
what's your story?