

The Secret Sauce

Your Story & How You Tell It

Megan Guttieri

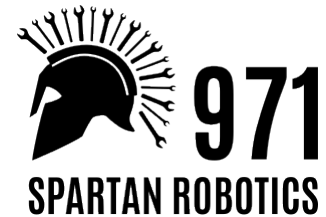
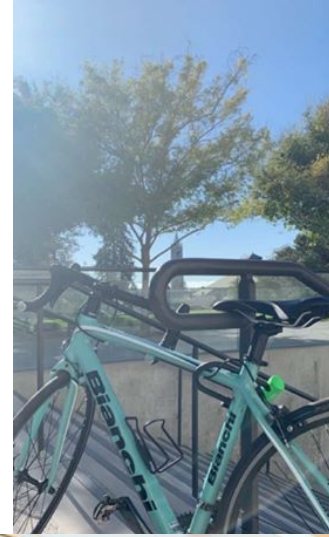


Me??

Cal



Legion
Employee Rewards



The point of this talk

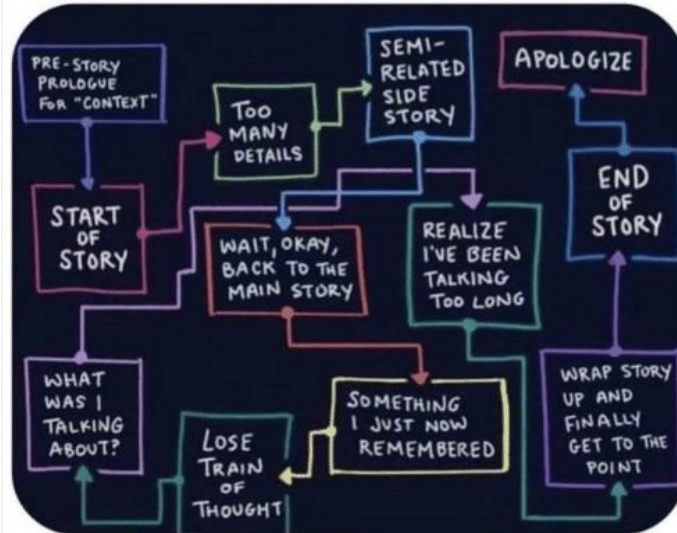
Thesis: The better you are at sharing your story and helping others with theirs, the more opportunities you will have to accomplish your aspirations.



How a normal person tells a story



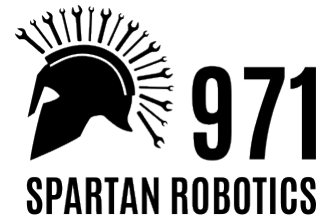
How I tell a story

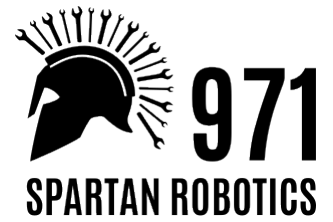
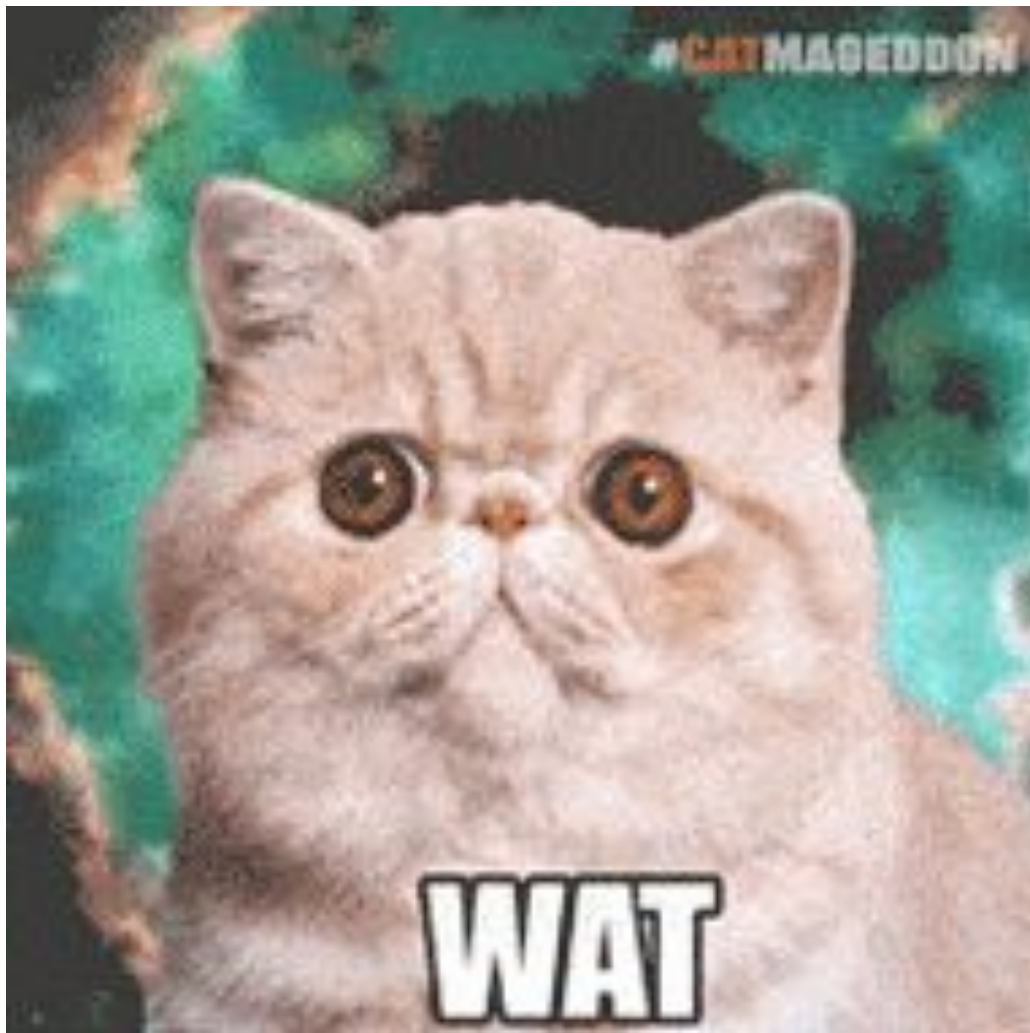


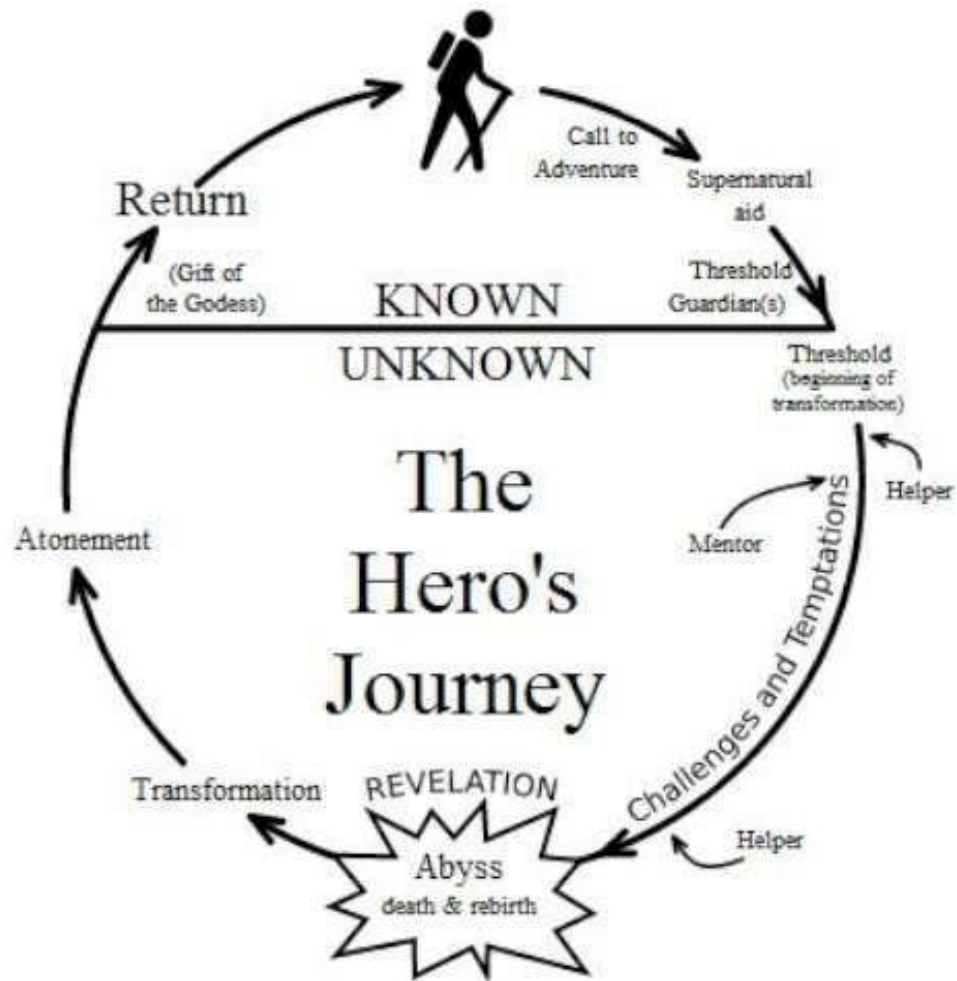
My cousin is the only person who tells complex stories

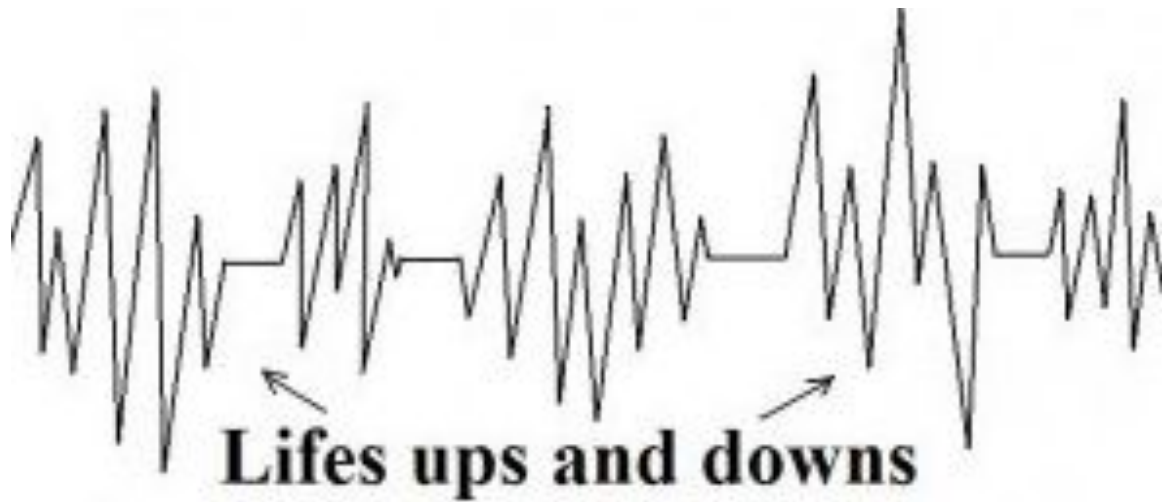
Three Aspects to Every Story

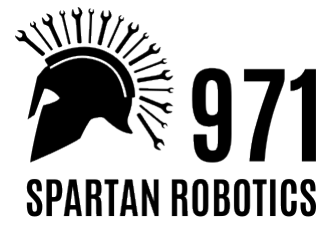
1. The What.
2. The How.
3. The Why.









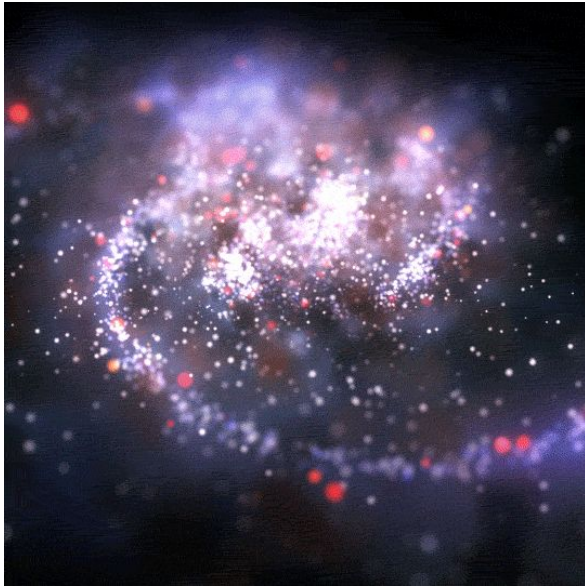


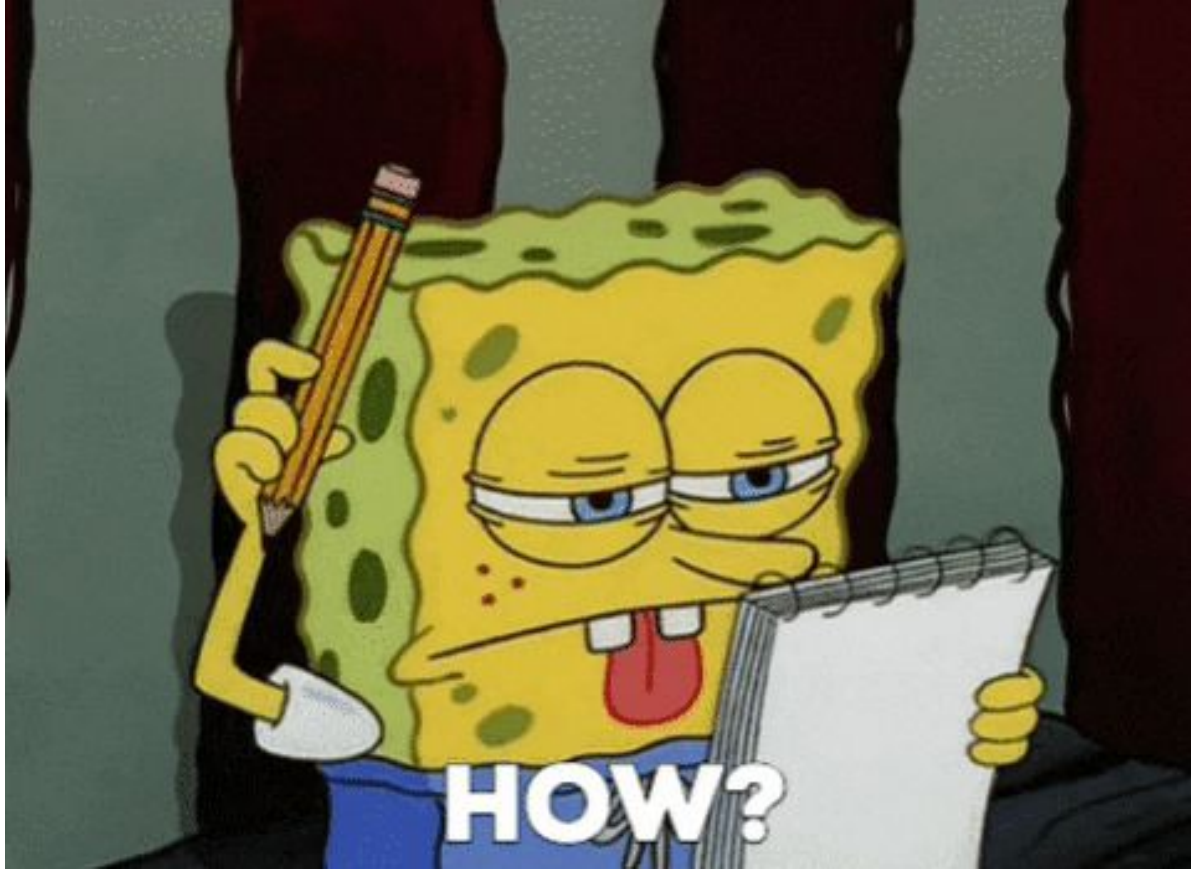
The Characters?



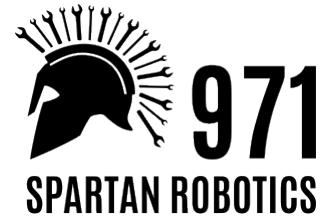
The Setting?

1. Where are you from and what role does that play in shaping your aspirations?
2. What is unique about the community you are from?
3. What can you add to your community that was not in place previously?

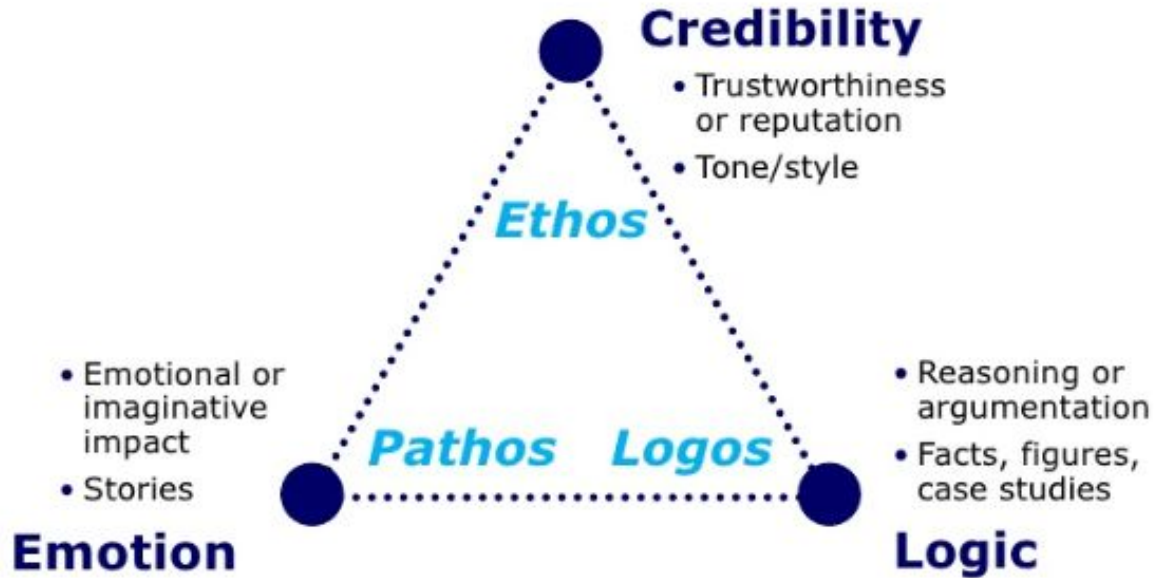




HOW?



Aristotle's rhetorical triangle



8 Steps to Success

1. Have a Great Attitude
2. Be on Time
3. Be Prepared
4. Make the most out of the time you have to work
5. Set objectives appropriately
6. Maintain Your Attitude
7. Know Why You are Here and What You are Here For
8. Take Control



The Golden Thread

- Definition: Clear & Concise Way of Communicating Your Team's Mission
 - Essay: Weave your team's goals throughout the essay, and using your outreach to support that
 - Presentation: putting a face to the golden thread
 - Video: Sharing the golden thread with your community
- More than a thesis



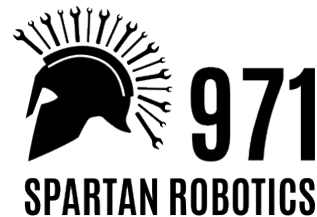
Body Language & Your Communication Skills

- Sometimes the important thing someone is telling you, is what they're NOT saying
- Reading the situation & your environment
- Assuming the Sale
- Eliminating Verbal Tics



Recruitment

- Students with infectious enthusiasm for their team/*STEM/FIRST*
 - Speech & Debate, Journalism, Drama, Sports
- Parents
 - Grant writing, lawyers, businesspeople, anyone with any writing/presentation skills
- Minimum Barriers for Entry
 - Literate & determined



Making Lists & Checking Them Twice

- Start with a list of outreach:
 - Anything impactful
 - Team Demographics
 - Scholarships
 - Rough Estimates of How Many People Attended your Event
 - Sponsors
- Ask yourself, parents, mentors, and other students:
 - What are our favorite things to do as a team?
 - If you could only have three words to describe your team what would they be?




- Reasoning or argumentation
- Facts, figures, case studies

Logic



Item	Hours Spent		Total Hours	People Impacted	Number of People At
ELD Classes	4		32	300	30
Technology Showcase	3		30	200	
Robonaza Intuitive Surgical	3		30	200	
Company Picnic 2015	5		75	300	
Machining Sponsor Picnic	4		40	150	
Club Arena at MVHS	2		10	800	
STEM Week at MVHS	1	8	8	700	
Youtube	8	2	16	35,000	
Facebook	2	3	6	1545	
Java One Conference	6	5	30	2,000	
Mountain View Voice	3	2	6	40,000	
Alumni Potluck Presentation	3	15	45	40	40
ABC Channel 7 News	1	2	2	77,000	
Los Altos Town Crier	2	2	4	30,000	
Mountain View Open House	4	20	80	100	
Giffy Downloads/Views	2	2	4	4,000	
Tech Tuesday	6	3	18	300	
STEM Day	4	6	24	150	
Meeting with Superintendent	5	7	35	400	
Nvidia Ground Breaking Project	4	8	32	250	
City Hall	4	4	16	100	

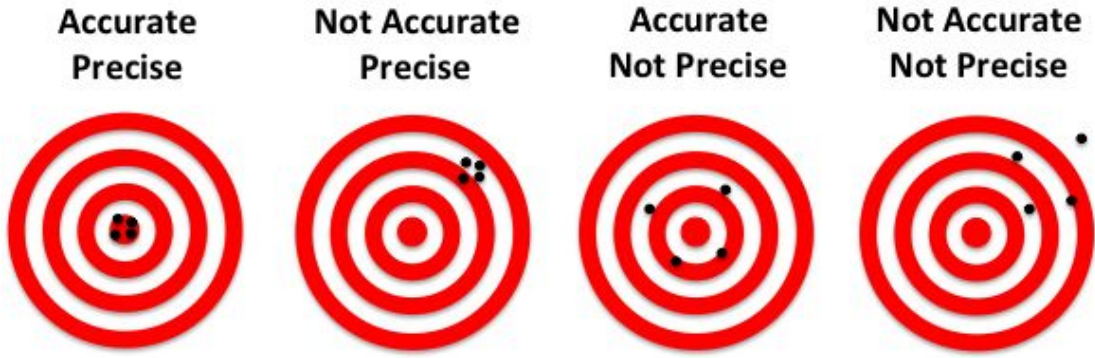
 **Megan Guttieri**
Jan 3, 2017

Resolve

Since I wasn't at these events, if someone could help give estimates to the 1) duration of the event & 2) time spent planning for event in this category that would be helpful

Accuracy Builds Credibility

- Following the definitions provided by *FIRST*:
 - Teams: Started, Mentored, Assisted, Published Resources
 - Events: Hosted, Ran, Assisted
- Laying out team contributions for projects



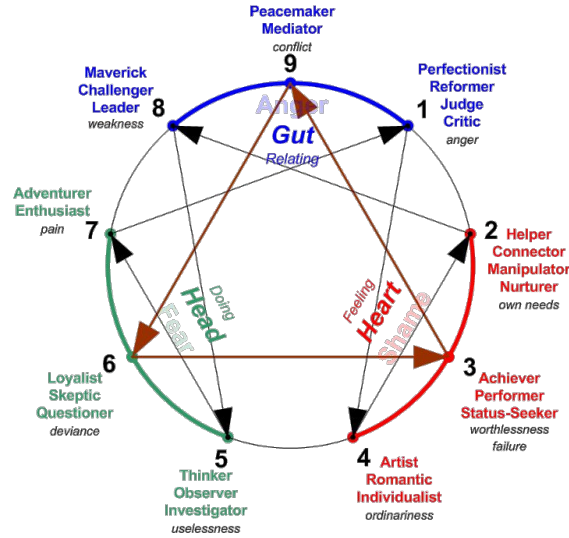


Maya Angelou: “At the end of the day people won't remember what you said or did, they will remember how you made them feel.”

Equity, Diversity, & Inclusion



The Enneagram



Analysts

- 'ARCHITECT' (INTJ/AJ-TI) - Intelligent and logical, likes to plan for everything.
- 'LOGICIAN' (INTP/AJ-TI) - Intellectual and very logical, likes to understand things for knowledge.
- 'COMMANDER' (ENTJ/AJ-TI) - Ambitious and very logical, likes to achieve things by using his thinking.
- 'DEBATER' (INTJ/AJ-TI) - Good at making logical and emotional points, most an intellectual challenge.

Diplomats

- 'ADVOCATE' (ENFJ/AJ-TI) - Good at making an eye-opening and eye-opening speech.
- 'MEDIATOR' (INFP/AJ-TI) - Peace, kind and very public, always trying to help everyone.
- 'PROFAGANIST' (ENFJ/AJ-TI) - Charismatic and inspiring leader, able to motivate others to do great things.
- 'CARRIAGES' (ENFJ/AJ-TI) - Charismatic, creative and capable leader, able to motivate others to do great things.

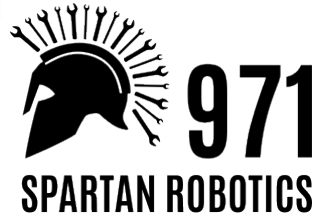
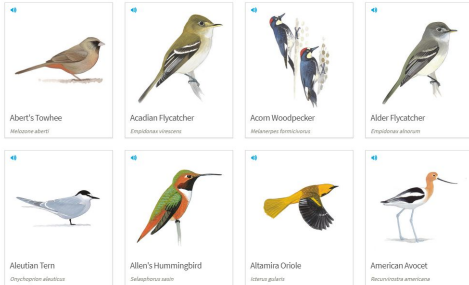
Sentinels

- 'LOGICIAN' (ISTJ/AJ-TI) - Logical and very practical, always trying to do things right.
- 'DEFENDER' (ISTJ/AJ-TI) - Logical and very practical, always trying to do things right.
- 'EXECUTIVE' (ESTJ/AJ-TI) - Logical and very practical, always trying to do things right.
- 'CONSUL' (ESTJ/AJ-TI) - Logical and very practical, always trying to do things right.

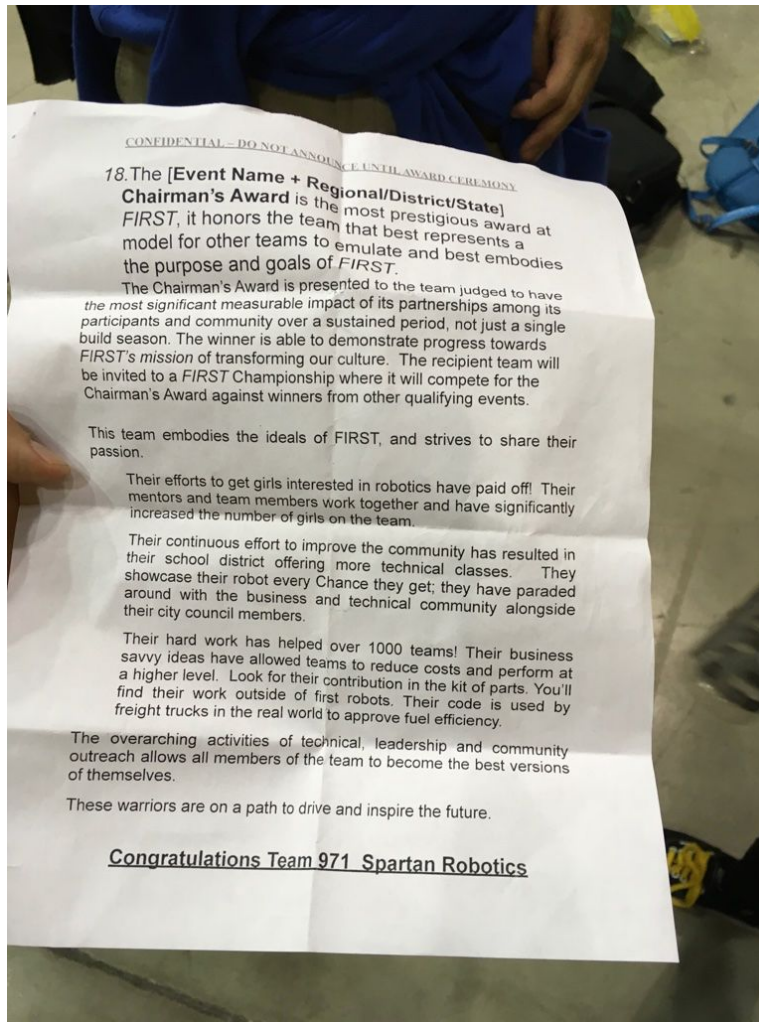
Explorers

- 'WITNESS' (INFP/AJ-TI) - Good at making an eye-opening and eye-opening speech.
- 'ADVENTURER' (ISFP/AJ-TI) - Good at making an eye-opening and eye-opening speech.
- 'ENTREPRENEUR' (ESTP/AJ-TI) - Logical and very practical, always trying to do things right.
- 'ENTERTAINER' (ESTP/AJ-TI) - Logical and very practical, always trying to do things right.

Some of Our Favorite Birds



So others can tell your story



Celebrating Team Values & Accomplishments





Thank You!

