

**Effective Story Telling:** direct, logical, meaningful and personalised



## Prepare

- Listen to question
- Think of an event
- Plan, organise in 5 to 8 seconds

**One Sentence Summary**



## Situation

- Provide context & background
- "Our customers complained.."



## Task

- Describe problems & challenges
- "We faced supply chain shortage.."



## Action

- Explain what you did & how
- "We solved.."
- " I calculated"



## Results

- State benefits, savings, rewards, recognitions
- " The impact of.."

**Do not think of new details as you answer. Say what you had planned for & end.**