Experience Grid: Storytelling Examples

Challenge/ opportunity	Need or ask	Zoom in or out	Anchor idea	Line that lands
Fast, accelerated growth in company or department	I need to acknowledge the challenging times we are having right now because of our quick growth.	Zoom in: My son is having growing pains—literally by feeling the pain of bones (and muscles) growing inside his body.	Change is hard but necessary, and we can all do it.	"My bones are growing."
Loss of funding or a big dip in sales	The staff has to pick up other work and be flexible so we can keep everyone working.	Zoom out: The saying, likely evolved from a Zen proverb, that goes something like "Before enlightenment, chop wood, carry water. After enlightenment, chop wood, carry water." It emphasizes the value of ordinary tasks as part of the spiritual path.	We keep going, doing the necessary and important work, despite whatever else is happening around us.	"Chop wood, carry water."
Too much work, or too few resources, is stretching staff	I want to protect people from burnout despite my inability to change the workload in the moment.	Zoom in: a time I almost burned out from leading too many projects.	Boundaries protect brilliance.	"You can't light the way for others if you've burned yourself out."
Someone messed up	I want to make a mistake a teaching moment.	Zoom in: a moment of failure early in my career that led to growth.	Mistakes are our greatest teachers.	"Falling down isn't failure, staying down is."
The team is not working as a team	I need to get everyone on the same page, working together instead of running in different directions.	Zoom out: inspired from the book *The Boys in the Boat* by Daniel James Brown.	Everyone rowing faster doesn't make you go faster. It is slowing down and getting in sync that makes you fly.	"You don't go faster by rowing harder. You go faster by rowing together."
Same as above, just another route	Same as above.	Zoom out: an orchestra tuning before a concert.	We can't make harmony if we don't first tune in.	"Tune in before you turn up."
Folks are feeling pessimistic after some bad news	I want to instill hope and some optimism.	Zoom out: a *Ted Lasso* episode.	Optimism is a leadership strategy.	"A few bad breaks don't define us. What we do next does."