

Telling a Compelling Story

Storytelling is a core part of our lives – we share our experiences and memories with our friends and family all the time. At the Lung Health Foundation (LHF), we want to empower you to share your personal journey in a way that inspires others and fuels the lung health movement.

Tips for Telling a Compelling Story

Start with Identifying Your Message

LHF might engage you to speak at an advocacy event, share your story at a fundraiser, or co-present at an LHF educational conference – the opportunities are endless! In each of these settings, you want to start by identifying your audience and what your key message to them will be. Who is at the table, listening to you, and what do you want them to walk away with? Clarifying this early helps focus your story and make it more impactful.

Tap Into Your Personal Experiences

Think about some great storytellers you know – what makes their stories engaging is how they connect with their audience on a personal level.

They achieve this by weaving their own memories and life experiences into their message. When you are crafting your story, try to pinpoint a few personal experiences with your lung health journey that were important turning points for you. What happened, and how did it feel? How did you react?

Engage Emotionally with Your Audience

A compelling story isn't just about the facts – it's about emotion. When you share your lung health journey, think about how your story will make people feel. Engaging your audience's emotions will leave a lasting impression. Whether it's joy, empathy, or hope, emotions help connect your story to your listeners on a deeper level.

Don't be Afraid to Talk About Challenges

We are all human and we all face challenges. Lean into what was hard for you and inspire people by how you rallied and came to a solution or persevered through your lung health journey. Being open about your struggles can create a deeper connection with your audience. If you feel comfortable, showing your vulnerability can be a powerful tool. Your honesty will motivate others to become partners in change and advocacy.

Structure Your Story for Maximum Impact

Once you've selected your message and identified personal experiences to amplify it, organize your story with a clear structure. Stick to a few key ideas to avoid overwhelming your audience and maintain focus on what will inspire and engage them. Remember, you don't have to include every detail – sometimes less is more!

Inspire and Incite Action

At the end of your story, you want your audience not only to be engaged but to be inspired to act. An excellent way to close out your talk is to act on the 'now what?' and encourage the audience to make a real, lasting difference. Think about your key message, and what it is you want the audience to do afterwards. Then, use your platform and final minutes to challenge them to do so! Whether it's advocating for lung health, supporting a fundraiser, or spreading awareness, it makes your final call to action clear and motivating.

Practice and Refine Your Story

Once you've drafted your story, practice it. Rehearsing aloud will help you refine your message and ensure it flows smoothly. It also gives you the opportunity to gauge how it will land with an audience, adjusting where needed to heighten engagement or emotional connection.

