

Speaker: Shirzad Chamine

	(Please check all that a	oply and circle the m	ain archetype of the sto	to Riches □Revenge □ ry the speaker was tell	
2.	2. Key Message: What did the speaker wish to convey to the audience?				
3.	Positive: What did you	like about this speal	ker?		
4.	Opportunity for Growt	h: How could this sp	eaker improve?		
4.	Opportunity for Growt	h: How could this sp	eaker improve?		
4.			eaker improve?		
4.					
	Was this speaker:				
	Was this speaker: Audience-Centered:	□Yes □No	Empathetic:	□Yes □No	
	Was this speaker: Audience-Centered: Passionate:	□Yes □No	Empathetic: Believable:	□Yes □No □Yes □No	



Speaker: Seth Godin

1.	Story Archetype: \Box Holy Grail \Box Stranger In a Strange Land \Box Rags to Riches \Box Revenge \Box Low (Please check all that apply and circle the main archetype of the story the speaker was telling)				
2.	Key Message: What did the speaker wish to convey to the audience?				
3.	Positive: What did you	like about this speak	er?		
4.	Opportunity for Growt	h: How could this sp	eaker improve?		
5.	Was this speaker:				
	Audience-Centered:	□Yes □No	Empathetic:	□Yes □No	
	Passionate:	\square Yes \square No	Believable:	□Yes □No	
	High Energy:	\square Yes \square No	Likeable:	\square Yes \square No	
	Trustworthy:	□Yes □No	Authentic:	□Yes □No	
	Easy to Understand:	□Yes □No	Nervous:	□Yes □No	
(ev L	earning: What lessons (a	or warnings) can Lan	nly to my own storytelli	ng and/or use to build more	
	compelling and persuas				



Speaker: Sheryl Sandberg

1.		-		to Riches \square Revenge \square Lovery the speaker was telling).
2.	?			
3.	Positive: What did you	like about this speak	er?	
4.	Opportunity for Growt	h: How could this sp	eaker improve?	
5.	Was this speaker:			
	Audience-Centered: Passionate: High Energy: Trustworthy: Easy to Understand:	☐Yes ☐No ☐Yes ☐No ☐Yes ☐No ☐Yes ☐No ☐Yes ☐No ☐Yes ☐No	Empathetic: Believable: Likeable: Authentic: Nervous:	☐Yes ☐No ☐Yes ☐No ☐Yes ☐No ☐Yes ☐No ☐Yes ☐No ☐Yes ☐No
Key L	earning: What lessons (o compelling and persuas			ng and/or use to build more
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Speaker: Amy Cuddy

1.	Story Archetype: \square Holy Grail \square Stranger In a Strange Land \square Rags to Riches \square Revenge \square Lo (Please check all that apply and circle the main archetype of the story the speaker was telling)					
2. Key Message: What did the speaker wish to convey to the audience?						
3.	Positive: What did you	Positive: What did you like about this speaker?				
4.	Opportunity for Growt	h: How could this sp	eaker improve?			
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5.	Was this speaker:					
	Audience-Centered: Passionate: High Energy: Trustworthy: Easy to Understand:	☐Yes ☐No ☐Yes ☐No ☐Yes ☐No ☐Yes ☐No ☐Yes ☐No ☐Yes ☐No	Empathetic: Believable: Likeable: Authentic: Nervous:	☐Yes ☐No ☐Yes ☐No ☐Yes ☐No ☐Yes ☐No ☐Yes ☐No ☐Yes ☐No		
Key L		• • •	ply to my own storytellii	ng and/or use to build more 		



Speaker: Richard Greene

1.	Story Archetype: \square Holy Grail \square Stranger In a Strange Land \square Rags to Riches \square Revenge \square Lo (Please check all that apply and circle the main archetype of the story the speaker was telling)					
2. Key Message: What did the speaker wish to convey to the audience?						
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4.			eaker improve:			
5.	Was this speaker:					
	Audience-Centered: Passionate: High Energy: Trustworthy: Easy to Understand:	☐Yes ☐No ☐Yes ☐No ☐Yes ☐No ☐Yes ☐No ☐Yes ☐No ☐Yes ☐No	Empathetic: Believable: Likeable: Authentic: Nervous:	□Yes □No □Yes □No □Yes □No □Yes □No □Yes □No		
Key L			ply to my own storytellii	ng and/or use to build more		



Speaker: Jordan Belfort

2. k	Key Message: What did	the speaker wish to	convey to the audience	.?			
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3. F	Positive: What did you	like about this speak	er?				
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4. (Opportunity for Growt	h: How could this sp	eaker improve?				
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5. V	Was this speaker:						
	Audience-Centered:	□Yes □No	Empathetic:	□Yes □No			
	Passionate:	\square Yes \square No	Believable:	□Yes □No			
	High Energy:	\square Yes \square No	Likeable:	□Yes □No			
	Trustworthy:	\square Yes \square No	Authentic:	□Yes □No			
	Easy to Understand:	□Yes □No	Nervous:	□Yes □No			
(ev l e:	arning: What lessons (o	or warnings) can Lan	nly to my own storytellir	ng and/or use to build mor			