

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?		
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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.	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).	
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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	earning: What lessons (o compelling and persuas			ng and/or use to build more	



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)					
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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		• • •	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)					
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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		
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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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:	□Yes □No	Likeable:	□Yes □No
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	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