

# DISCOVER YOUR

## STRATEGIC



# STORY



YOUR 6-STEP GUIDE FOR USING THE HERO'S  
JOURNEY TO CREATE STORIES THAT  
PRODUCE RESULTS

ANDY HENRIQUEZ

THE 6-STEP  
DISCOVER YOUR STRATEGIC STORY  
WORKBOOK

**Your 6-Step Guide For Using The  
Hero's Journey To Create Stories That  
Produce Results**

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**CONTACT THE AUTHOR AT:**

[www.speakwithpurpose.com](http://www.speakwithpurpose.com)  
[help@ speakwithpurpose.com](mailto:help@ speakwithpurpose.com)

# ABOUT THE AUTHOR

**Andy Henriquez** is a strategic storytelling expert, speaker, and coach who has the unique gift of crafting and delivering transformational messages that leave a lasting impact on his audience. Whether standing on stage and captivating an audience with his heartfelt and compelling message or conducting workshops and trainings, Andy's impact resonates with audiences worldwide.

Andy's experiences and accomplishments are diverse and vast, giving him a special ability to relate to all audiences. Andy was born to Haitian immigrants who came to this country in pursuit of the American Dream. With the core values of hard work, discipline, and commitment instilled by his parents, Andy attended Florida State University, graduating summa cum laude in accounting.

As a licensed CPA, Andy worked for the prestigious accounting firm of PricewaterhouseCoopers LLP. A risk taker and businessman at heart, Andy left this firm in 2004 and started his lifelong pursuit of fulfilling his destiny as an entrepreneur, speaker, and coach.

Andy is known for delivering messages that go beyond the mind and penetrate the heart of audiences. A sought-after speaker, Andy has shared the stage with world-renowned motivational speakers, best-selling authors, and coaches, including Les Brown, Omar Periu, Susan RoAne, and Lisa Nichols.

**For more information about Andy,  
his products, or coaching, visit his website at**  
[www.speakwithpurpose.com](http://www.speakwithpurpose.com).

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# How To Discover And Develop Your Story

We're going to talk about how to discover and develop your story. It can appear to be a daunting task, but once you develop a process, it becomes fairly easy.

Remember, one of the key principles of this workbook is you get out only what you put in. So practice, practice, and practice again. We start with an important concept, the Hero's Journey. It's a pattern to many great stories.

Understanding the dynamics of it can help bring insight as you develop your story. Next, we look at some of your greatest challenges. These are your personal gold mine when it comes to storytelling. The key is extracting the life lesson, or the thing that you've learnt by the experience. We will talk about how to do that. You'll also practice three important areas for telling stories: business, nonprofit, and career.

## The Hero's Journey

I am going to introduce you to an idea that all great storytellers have instinctively known, the Hero's Journey. It was popularly described by a man who studied all the different mythologies of the world and found a common core within almost all of them. His name was Joseph Campbell, and he called it the Hero's Journey. It's central to most of the stories that resonate emotionally with us. (Although it's called the Hero's Journey, it equally applies to the Heroine's Journey.)

Actually, you're already familiar with this concept, but you probably don't know it by name. Joseph Campbell's ideas have been taken up by many of the best moviemakers in Hollywood. Many of the famous films you've seen and enjoyed are based on these ideas. But they don't necessarily tell you that! Watch a movie tonight, and see if you can spot the stages of the journey.

Let's look at the various stages in a simplified version of the Hero's Journey.

## Step 1. The Call to Adventure

First, the hero (or heroine) is in a situation that needs to be addressed. Perhaps he recently lost his job, made a bad investment, or has a failing business. He could have gotten a bad diagnosis from his doctor. His significant other may have threatened to leave him. Or he is feeling as if life is unfulfilling. It doesn't really matter what the problem or situation is—something must be done. It's a call to adventure, the adventure of change.

## Step 2. The Threshold

The next stage is the threshold, which requires action and commitment. This is the point when the hero actually commits to taking action. Without commitment, the hero cannot move forward; it remains just a thought. It's that moment when the hero leaves the known for the unknown—that's what this stage is all about.

## Step 3. The Tests

When he undertakes a new challenge, the hero will almost always be tested. As a matter of fact, he can expect to be tested. Tests come in countless forms and usually cause struggle and discomfort. This can take the form of literal dragons in fairy tales or a more mundane real-life test, such as bankruptcy, loss of relationships, or health challenges. The challenges can go on for quite some time, even to the point where the hero feels as if he just can't cope anymore.

## Step 4. The Pit

When the hero gets to the pit, he feels as if he has exhausted everything he knows how to do. The situation appears hopeless. There appears to be no way out. Whatever he tries simply doesn't work. The hero is often forced to face his greatest fear.

# Step 5. Transformation and Breakthrough

The only way out of the pit is to change oneself. The hero realizes that he has to change a habit or an attitude. This transformation usually leads to a physical breakthrough where the situation changes in a completely unforeseen way. This often results in a life lesson that typically becomes conscious with the next step.

# Step 6. Integration and Return

Integration means that the hero has learnt the life lesson of the journey and has built it into the way he lives. Now he's ready for a new adventure.

## Andy's Journey

Now let's look at my story, which I share in this section of the audio program. You may want to refresh your memory by listening to it again. It's the story of one of my biggest challenges when I first left corporate America.

<b>ANDY'S JOURNEY</b>	
<b>STAGE OF THE HERO'S JOURNEY</b>	<b>MY PERSONAL JOURNEY UPON FIRST LEAVING CORPORATE AMERICA</b>
<b>The problem</b>	In a well-respected career, however, with a deep-seated feeling of discontentment and a lack of fulfillment, along with a desire for entrepreneurship and discovering my purpose
<b>The threshold</b>	The moment in which I commit to leaving the security of my job and pursuing the unknown path of my dreams
<b>The test</b>	When I seek new ways to replace my income and struggle to learn how to become an entrepreneur and am presented with an opportunity in an entirely different country
<b>The pit</b>	When I come to the realization that my business partner was not trustworthy and I have lost 80% of my life savings and there is nothing I can do to get it back
<b>Transformation and breakthrough</b>	The realization that although it is difficult, I can handle it; coming to grips that being a one-time failure does not mean that I was a failure; and realizing that I will inevitably be tested on the path of following my dream
<b>Integration and return</b>	Not giving up the dream; accepting the life lesson; growing from lessons learned and applying them as I move on in the pursuit of my dream; and returning to my journey with the understanding that failure is part of the process

Now it's your turn. For Exercise 1, take a story that you are very familiar with, and see if you can identify the different stages in the Hero's Journey. You may even want to take this template and use it for other stories for additional practice.

# Exercise 1

STAGE OF THE HERO'S JOURNEY	(TITLE OF STORY)
The problem	
The threshold	
The test	
The pit	
Transformation and breakthrough	
Integration and return	

# What Have Your Greatest Challenges Been?

Challenges are an integral part for helping us to identify stories that contain a lesson. If we are able to overcome those challenges, we often find stories that have the ability to inspire others. We have been conditioned to seek out the life lessons, which we will talk more about further in this section.

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**REMEMBER, WE ARE ALREADY ATTUNED TO THE HERO'S JOURNEY. WE HAVE BEEN HEARING DIFFERENT VERSIONS OF IT ALL OF OUR LIVES.**

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For Exercise 2, write down a list of some of the greatest challenges you've encountered in your life. The longer you've lived, the longer your list is likely to be. You can list any type of personal challenge you have had to face, whether related to family, relationships, health, business, finances, or whatever else you can think of.

Literally anything that you've been challenged by. You may still be in the process of dealing with the challenge; if so, that's OK. Be sure to also list some challenges that you've already overcome.

# Exercise 2

Write down some of the greatest challenges you've encountered in your life.



# Exercise 3

Now pick your top three challenges to use in Exercise 3. Keep in mind you can always do this exercise for some of the other challenges that did not make your top-three list. I encourage you to do so, as you can never have too much practice. Describe each of your top-three challenges, and explain the way you overcame them. How did you get out of the pit?

<b>MY TOP-THREE CHALLENGES</b>	<b>HOW I WAS ABLE TO OVERCOME THIS CHALLENGE</b>

# Extracting the Life Lesson

Life lessons are powerful and transformational. They can literally change the course of your life. We've all learnt lessons as we've gone through life. Sometimes they are very public, oftentimes more private. Many of our life lessons come as a result of our biggest trials and challenges. Revisit your top-three challenges from the previous exercise, and see what type of life lessons you have learned or are currently learning as a result of those challenges. Write them down as Exercise 4 on the following page.

# Exercise 4

<b>MY TOP-THREE CHALLENGES</b>	<b>LESSONS I'VE LEARNED AS A RESULT OF THIS CHALLENGE</b>

If we have taken the time to identify the life lessons from our challenges, we can provide a powerful lesson to the listener. You want to develop the habit of searching for the life lessons within all your challenges. Searching for the life lessons not only encourages your personal growth but also provides you with powerful takeaways for the listeners of your stories.

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**OUR CHALLENGES HELP US TO DEVELOP SOME OF OUR BEST STORIES. THEY ARE OFTEN RELATABLE, AS EVERYONE HAS EXPERIENCED CHALLENGES.**

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Another way for discovering and developing personal stories is to take a reverse approach to your previous exercises. Rather than identifying the challenges and seeing what life lessons you can extract from them, take the approach of identifying your greatest life lessons, and see if you can identify what experiences taught you those lessons.

Often times by doing so, you will discover a story worth sharing. I have found that both approaches are effective, and sometimes by simply reversing the thought process, new stories are discovered.

Exercise 5 is an activity in taking a reverse approach. Identify your three biggest life lessons. Then write a few notes about which experience taught you those lessons. You might find a story in the process of doing so. Now complete Exercise 5 on the following page.

# Exercise 5

MY TOP-THREE LIFE LESSONS	EXPERIENCES THAT TAUGHT ME THIS LIFE LESSON

Now go even deeper. Remember, the whole purpose of these exercises is to help you extract some of your best stories. Don't worry if some of your stories overlap in the process of going through these exercises. The key is to discover as many stories as possible. By simply shifting the way the question is asked, sometimes it triggers you to think of a story that you may have overlooked in the previous exercises.

The actor Kevin Costner said this line in the movie Tin Cup: "When a defining moment comes along, either you define the moment or the moment defines you." We all have a series of life-defining moments. Moments that have significantly impacted our lives.

Moments that drastically altered the direction of our lives. One of my defining moments was when I decided to push past my fears, leave corporate America, and take a chance on pursuing my dreams.

That single moment completely changed my life. I am certain that you have had some defining moments in your life. In Exercise 6, identify three defining moments in your life and the associated story and lessons learned in those moments.

# Exercise 6

MY TOP-THREE LIFE DEFINING MOMENTS	STORY AND LESSONS ASSOCIATED WITH THIS DEFINING MOMENT

Hopefully, completing the previous exercises has allowed you to extract some of your best personal stories. Your personal stories will allow you to connect with your customers, clients, audience, and whoever else you are looking to impact or influence.

# Tapping Into Emotion

By going through the exercises in this workbook, it should be clear to you that tapping into emotion through storytelling allows for a deeper connection with your audience and increases your chances of influencing people to act. If you are looking to have greater impact when you share your stories, or if you are looking to increase your level of influence through storytelling, it is essential that you tap into your audience's emotions.

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