



Wo.Men in Finance Belgium

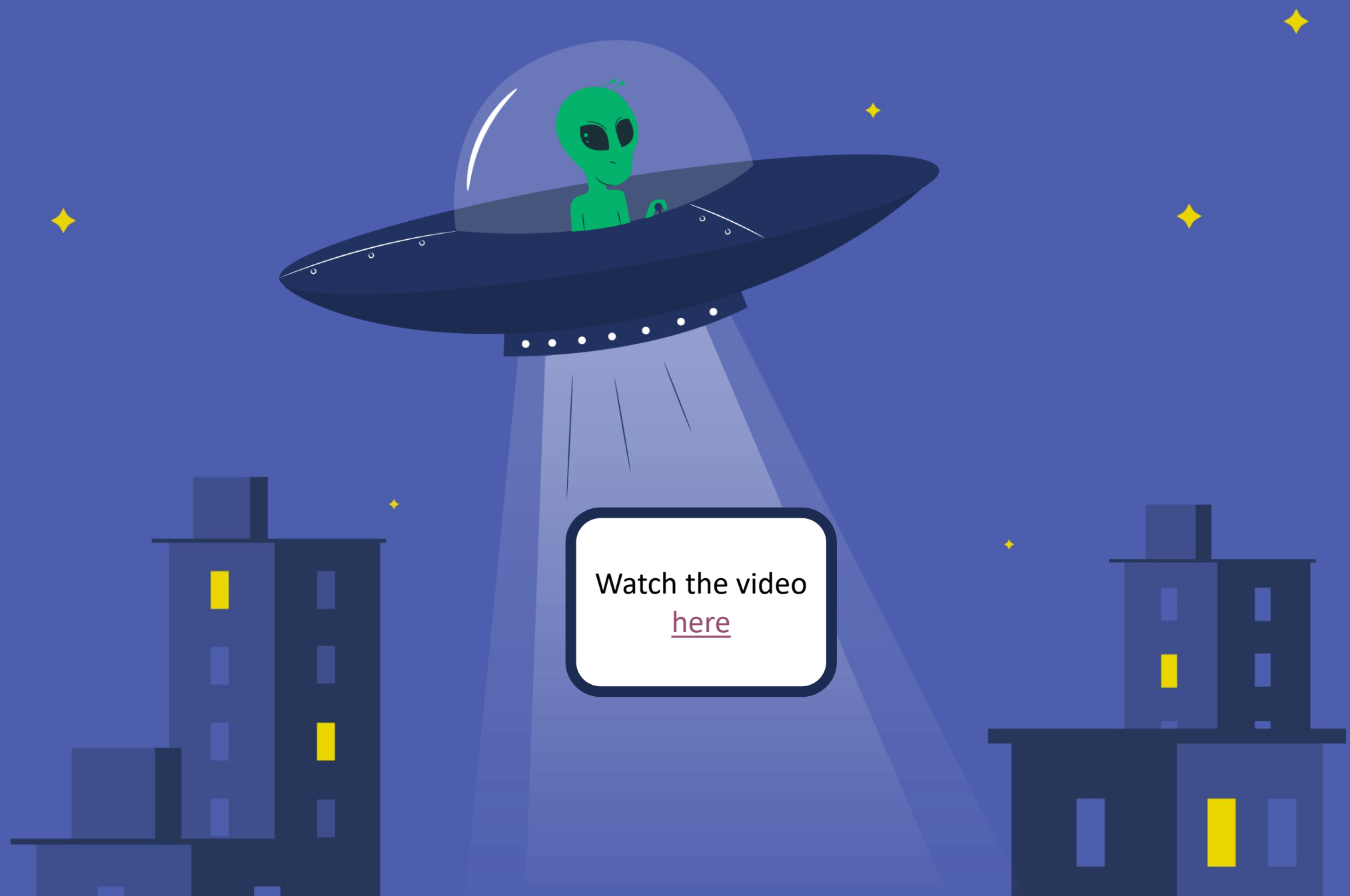
Step Up. Speak Out.
Inspire



your voice matters

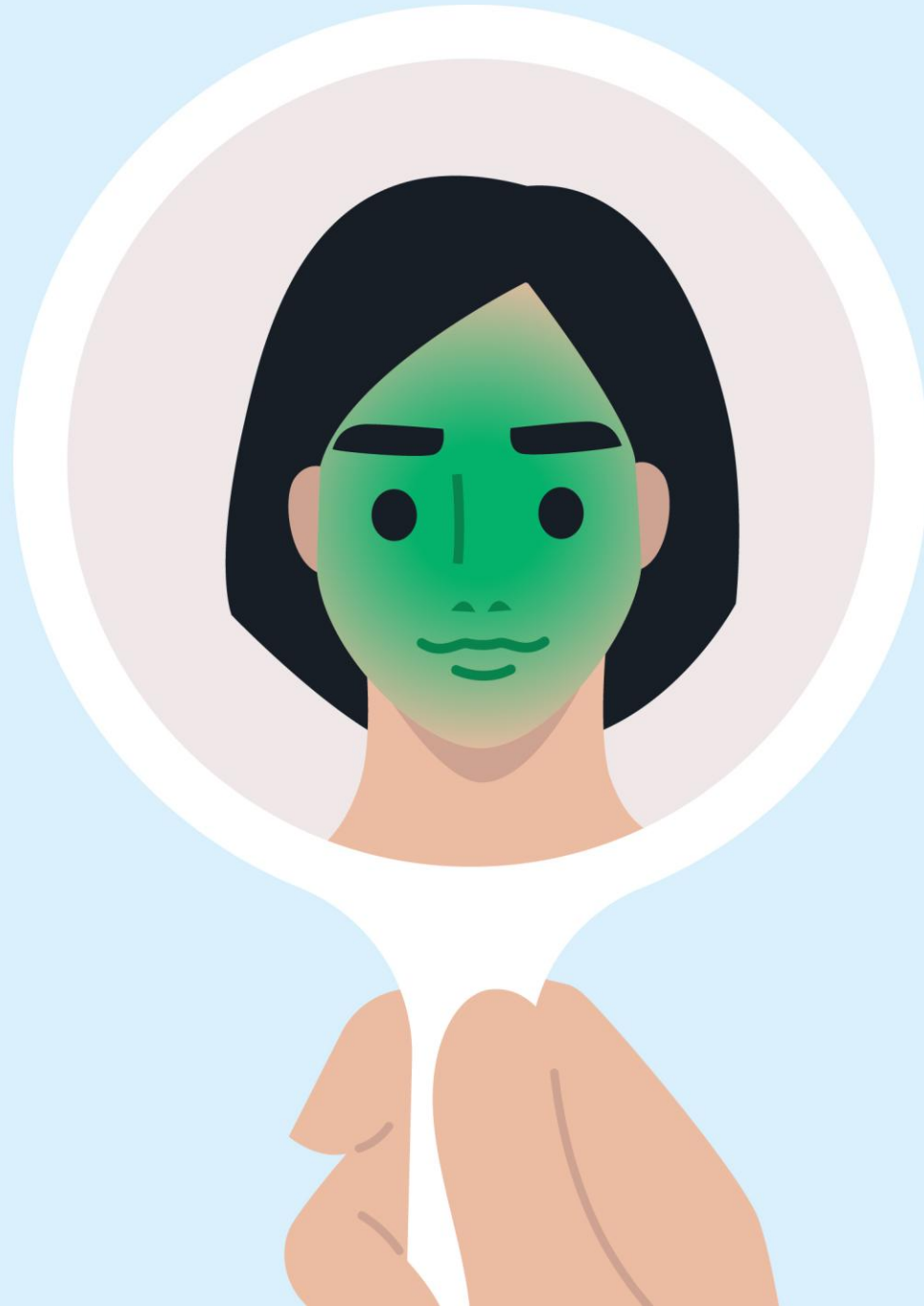


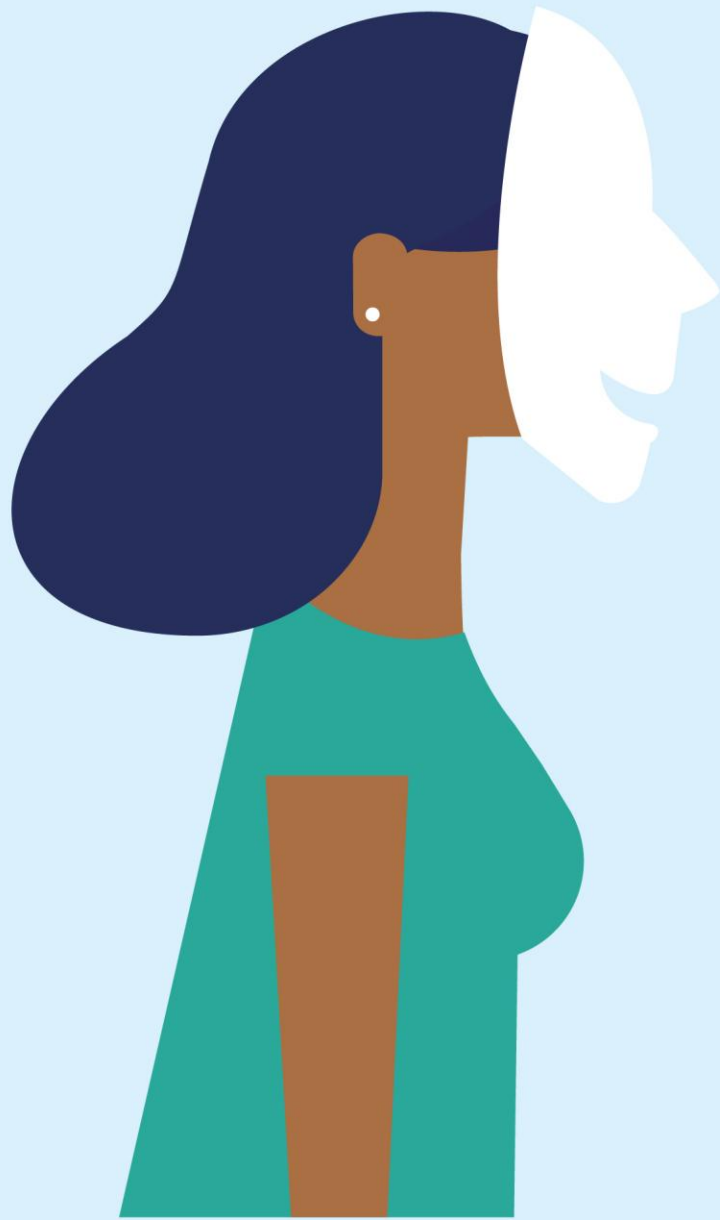
Ready to tell
more stories at
work ?



Watch the video
[here](#)







A story about **assimilation**



**CLAIRE
GODDING**



Make them
remember

Introduce yourself

(to your mini team of 3)

Rules of the game:

❌ DON'T: company, role..

✅ DO:

- what really describes you
- 2 to 3 sentences



Why use storytelling?

- Stories are remembered 22x better than facts..
- Data get us to think, stories get us to feel
- Listening to stories releases feel good hormones
- Listening together to stories creates a common culture


Grab their
attention




Engage

(Create a strong opening – for your team of 4)

Rules of the game:

 **DON'T:** 'thank you for being here'../
'let's see the agenda'../ 'a quick overview'../
'I know this topic is not very exciting'..

-  **DO:**
- surprise them (context)..
 - analogy..
 - reverse order: punchline first..
 - humour (vulnerability, credibility)..
○ **your previous experience?**



Inspire through your story : 8 keys to success

1. Define your big idea :



The one thing you want your audience to remember and believe after hearing you.

Inspire through your story : 8 keys to success

2. Create a strong opening



Grab their attention



1. Start with a vivid moment (*"Drop us into the scene"*)

"It was 3:17 a.m. I was alone in a hospital corridor, staring at a closed door, and I knew my life was about to change."

2. Ask a thought-provoking question

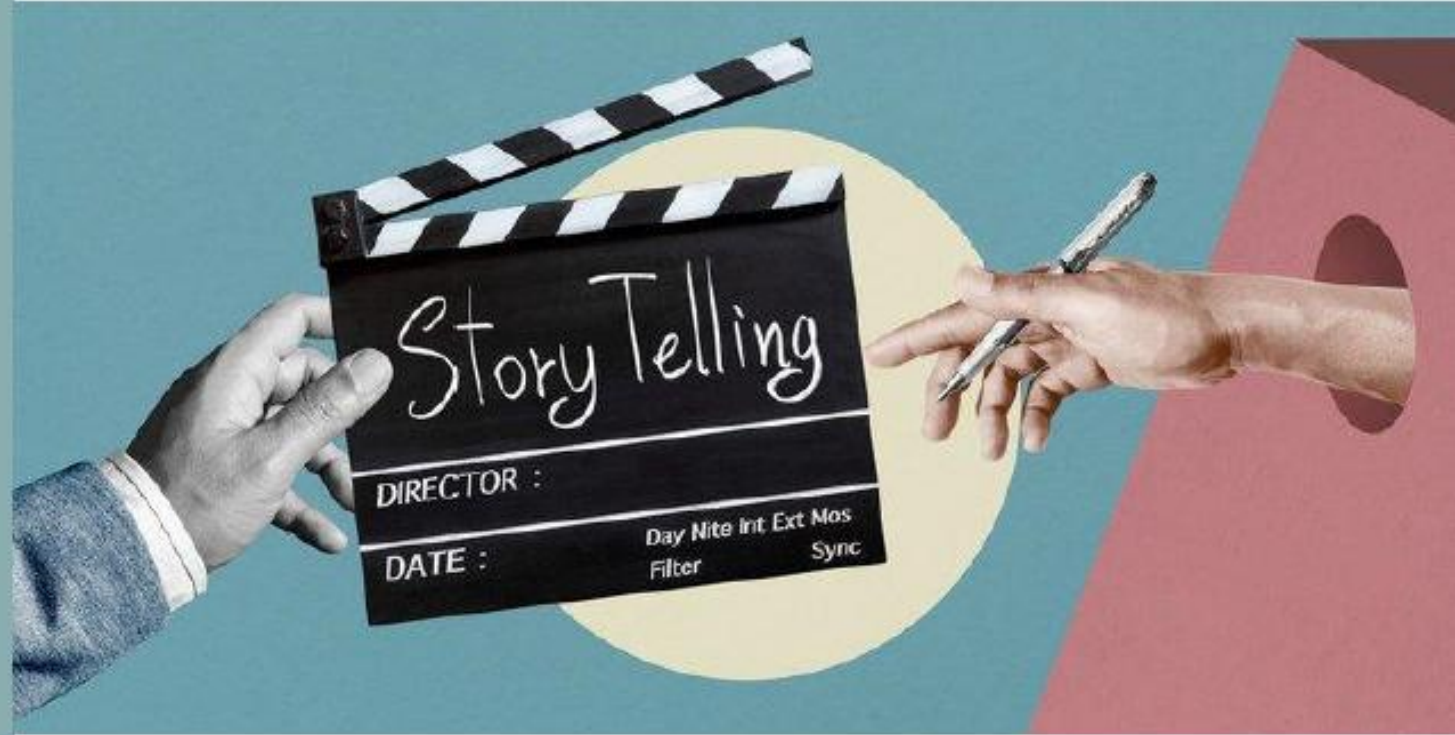
"Have you ever failed... and later realized it was a gift?"

3. Start with a bold statement

"Saying 'no' to a promotion was the best career move I ever made."

Inspire through your story : 8 keys to success

3. Structure with clarity and flow



Use the **4-step storytelling structure**



The 'story arch'



5. Connect emotionally



Let your emotions show.

Grab their
heart

Build trust

(Share a mistake/failure story – in teams of 2)

Rules of the game:

- ❌ **DON'T:** gender stereotypes
(parking, shopping, thinking..)
- ✅ **DO:**
 - what happened
 - how did you feel
 - what did you learn -> happy ending
 - **your previous experience – what worked?**



4. End with impact



Leave something that sticks = your gift to them



1. Full Circle Callback + One-Sentence Mantra

Echo your opening line — but with a twist, a resolution, or a new meaning.

Opening: "I always thought I had to be perfect to be loved."

Ending: "Now I know — I just have to be real."

2. Universal Truth + Call to Reflection

"Your voice is not too much — it's exactly what someone else is waiting for."

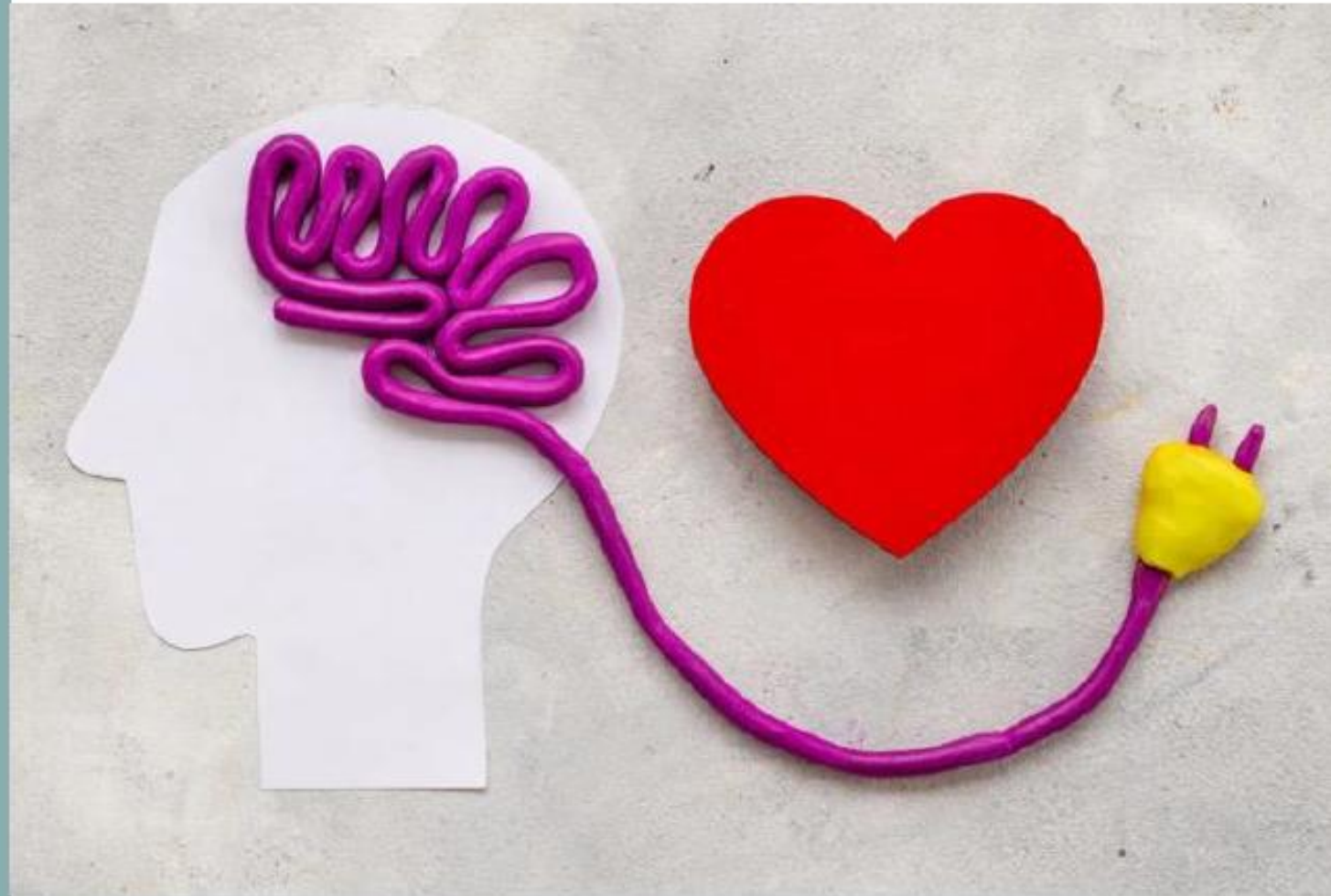
"So... what are you still not saying — that someone in the room needs to hear?"

3. Call to action

"Try this once: say « no » to something that drains you — without feeling guilty."

Inspire
through your
story : 8 keys
to success

5. Connect emotionally



Let your emotions show.

Inspire through your story : 8 keys to success

6. Be concrete



Help your audience picture the scene

Use sensory language



SOUND (hearing)

"I could hear my heart pounding in my ears."

SIGHT (vision)

The lights were too bright — like in a hospital.

TOUCH / BODY (physical sensation)

"My hands were sweating, but I smiled anyway."

SMELL (rare but powerful)

"The smell of coffee filled the air."

TASTE (uncommon, but effective in metaphors)

"It was a sweet victory — but it left a bitter taste."

Inspire
through your
story : 8 keys
to success

7. Write to speak, not to read



Use simple, direct language.

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8. Less is more



Aim for clarity not exhaustiveness.

About us



Claire Godding



Piros Matusek



*..and remember:
behind each QR code there IS a story, too..*

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