

StoryMatters is committed to...

- 1. Lifting others by being a passionate cheerleader.** My coaching is individual (even when in groups) and aids growth, confidence and knowledge on how to better present themselves.
- 2. Tell you the Truth - even when it hurts.** Sometimes what I have to say isn't what you want to hear! But you have a problem. The problem can't be solved without getting to the truth of it.
- 3. Guided by the rule of good intention.** Even when the truth hurts, it is guided by the rule of good intention. I will always tell you what is true because I have your best outcome at heart.
- 4. Be willing to make a mistake while encouraging you to do the same.** Creativity comes from trial and error and in our sessions we will float ideas and try different things. Only when we try them will they know if they will and will not.
- 5. Value an unknown outcome and encourage you to do the same.** After all, the greatest inventors, artists and entrepreneurs have no direction but no certainty of outcome.
- 6. Being reliable, responsible and engaged.** I listen. I ask questions. I always seek "win win" outcomes.
- 7. Providing remarkable learning experiences.** Using innovation techniques of improvisation, storytelling, brainstorming and continuous improvement.
- 8. Foster a relationship of integrity, creativity and trust.** After all, I want you to want to recommend me to your friends and want you to want me to come back!
- 9. Recognize that I can give you great counsel, but you make the ultimate decision.** As I provide you with the best experience and expertise, I will always coach you to make the right decision for yourself and/or your company. I may disagree with that decision.

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