

# JOHN BATES

Craft your story, and develop your voice.

John Bates' mission is to bring out what is awesome inside you, so it can live in the world and make a real difference. He designs his programs using principles derived from neurobiology so your communication is as mighty as your ideas.

## John Bates Origin Story Breakdown

### Key Takeaways

**Pro-tip:** You can oftentimes build in moments and lessons which use the unfolding of your story to keep people engaged over a longer period of time. However, it's also important to have a < 2minute version, and a 3-4 minute version, along with your longer version.



John reflects on his Origin Story, an interview with **Jack Canfield**, author of **Chicken Soup for the Soul**.

Go here to watch the video: <https://vimeo.com/229219322>

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**As you read this, notice the stages I take Jack through as I share my Origin Story.**

1. Jack asks, "John, so why are you so passionate about what you do?" and I reply, "let me tell you a quick story"...
2. I admit that I've always had the soft skills, and I was jealous of the hard skills people (this is a backdoor compliment and admission to them and has them want to reassure me, vs. setting up a competition between which is better...)
3. Then I went to TED (admittedly, not a bad thing to be able to say), and it taught me the REAL power of speaking (aka, the real power of soft skills - this sets up the audience to think about this, themselves)

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4. Then, I talk about the hard skills guy who blew it (this is bringing a problem they worry about, have seen others suffer from countless times and want to avoid, into very sharp focus)
5. Insecure part of me laughing (this is telling one on myself, it humanizes me and, for a moment it emphasizes the “difference “between me and the majority of the audience, but only long enough for me to smack it down in the next moment)
6. Lightbulb moment. I realized that if I got over myself (me owning my smallness and transcending it) I could make a difference... (this points to where I’m now coming from)
7. Based everything I did in science (a total nod to the hard skills and an intriguing approach from someone like me for people like them) and how well that worked (a promise to them, and something that’s easy to believe given it’s all based in science).
8. In closing I let everyone know that my ultimate goal and passion is to get great ideas (which they all already have) communicated in a way that matches the great idea, itself (which they now see in a different light and many are newly interested in doing this).

*I strongly believe that it is important for every one of my clients to achieve the experience of sharing a well chosen, well crafted and well told Origin Story for themselves; their talks and for their futures. It makes THE difference in leadership, connection, inspiration and everything that includes other human beings. - JKB*