

# The Hero's Journey: Crafting Personal Stories to Inspire and Engage

## *Quick recap*

Sacha emphasized the importance of storytelling in business, highlighting the role of emotion and authenticity in connecting with clients and creating intimacy. He also discussed the concept of the hero's journey, a storytelling pattern found in various cultures and stories. He guided participants through reflecting on their personal hero's journey using a series of questions. The conversation ended with a discussion on the effectiveness of a storytelling exercise, with participants sharing their experiences and the importance of concise storytelling.

## *Summary*

### **Storytelling in Business: Emotion, Authenticity, and Connection**

Sacha emphasized the importance of storytelling in business, highlighting that customers make decisions based on emotion and then justify them with logic. He shared his experiences of sharing stories with fellow travelers and encouraged the team to improve their storytelling skills, not just for sales, but also to share their passions and connect with others. Sacha stressed the importance of authenticity and vulnerability in sharing personal stories and the need to understand one's own story to connect with clients on a deeper level. He also underscored the need to be aware of how one's story is being received and to avoid rambling or talking for the sake of talking. Finally, he noted that storytelling should be used to create intimacy and trust and to differentiate oneself from others.

## Using Emotion in Storytelling for Immersive Experience

Sacha emphasized the importance of using emotion in storytelling to create an immersive experience, highlighting the role of oxytocin in fostering hope, optimism, and generosity. She encouraged the audience to become "oxytocin dealers" by creating a space where people feel inspired and want to give more. Sacha stressed the need for authenticity and honesty in storytelling and warned against sharing stories for popularity or algorithmic trends. She advocated for sharing personal experiences and emotions to foster loyalty and investment from followers and clients.

## Exploring the Hero's Journey in Storytelling

Sacha discussed the concept of the hero's journey, a storytelling pattern developed by Joseph Campbell. He explained that this pattern is found in various cultures and stories, and it typically involves a hero who transforms. Sacha condensed the 12 steps of the hero's journey into four key elements: a call to adventure, facing trials and growth, a transformation or victory, and the hero's return. He emphasized the importance of using this pattern in storytelling, particularly in sales and copywriting, to create a compelling narrative. Sacha also shared his personal experience of going through a high-risk pregnancy and how it transformed him into a mother, using the hero's journey as a framework for his story. He stressed the need to practice telling one's story as if they are the hero and to include a clear message or takeaway for the audience.

## Reflecting on Personal Hero's Journey and Change

Sacha guided participants through reflecting on their personal hero's journey using a series of questions. She shared her experience transitioning from a corporate job to building her coaching business, emphasizing perseverance. Sacha discussed the importance of concise communication and demonstrated condensing lengthy stories. She had participants practice identifying and overcoming personal struggles. Sacha also reflected on recognizing her need for change when feeling stuck and unproductive.

## **Group Activity and Genna's Program Alignment**

Sacha led a group activity, emphasizing the importance of participation and equal opportunity for everyone to speak. He planned to intervene at the 15-minute mark to ensure everyone had a chance to participate. Sacha also discussed Genna's recent start in a program and her concerns about the alignment of the program's expectations with what Andy had communicated. Sacha clarified that they would still need to have a call, regardless of the frequency, and would work on scheduling their first call. Genna expressed her availability during Eastern Standard Time, and Sacha agreed to look for a suitable time within Genna's preferred time frame. Sacha also mentioned that he would respond to Genna's email as soon as possible, after his current commitments.

## **Casual Catch-Up and Personal Growth Discussion**

Genna and Sacha had a casual conversation, catching up on each other's lives. Genna shared her life updates, including her marriage to Levi, the father of her 4-month-old baby, Zephyr. They also discussed the challenges of motherhood and the importance of self-care. Sacha suggested Genna participate in a transformational talk, but Genna decided to do it on her own, allowing her some personal time. The conversation also touched on the theme of personal growth and transformation, with Genna expressing her desire to reboot her life.

## **Change in Plans and Waiting for Participants**

Sacha and Genna discussed a change in plans, with Genna needing to leave for a short time to attend to her child. Sacha agreed to wait for 15 minutes before resuming their discussion. During Genna's absence, Sacha also planned to respond to an email. The conversation ended with Sacha welcoming Genna back and waiting for a few more participants to join.

## Storytelling Exercise Discussion and Hero's Journey

Sacha led a discussion on the effectiveness of a storytelling exercise, with Tanja, Tracey, and Yulia sharing their experiences. Tanja found the exercise challenging but rewarding, while Tracey and Yulia appreciated the guidance provided by Sacha. The group discussed the importance of concise storytelling, drawing from the Hero's Journey framework, and the value of focusing on key moments and emotions. Sacha emphasized the importance of community and personal connection, encouraging participants to stay in breakout rooms and expressing her excitement for upcoming sessions on sales and coaching calls.