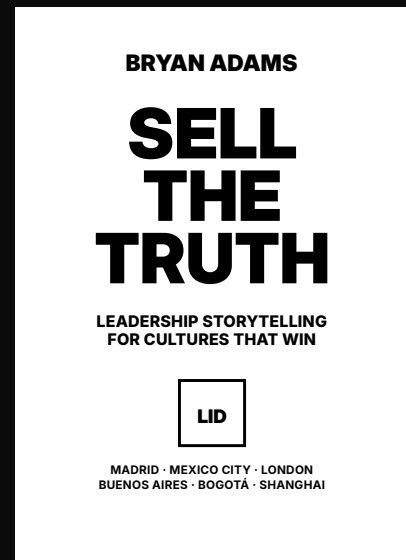


OFFICIAL COMPANION RESOURCE



THE 30-DAY STORYTELLING SPRINT

A daily practice to sell the truth with **clarity, confidence and emotional impact.**

From **SELL THE TRUTH** by Bryan Adams · LID Publishing, 2026 · A free companion resource

sellthetruth.com

A 30-DAY DAILY PRACTICE

THE 30-DAY STORYTELLING SPRINT

Sell the truth with clarity, confidence and emotional impact.

Storytelling isn't a one-time exercise. It's a daily discipline. This sprint helps you discover, craft, refine and activate truth-based stories across your personal brand, your team and your employer brand content. By the end you'll have a library of stories, a repeatable method, and the confidence to use storytelling as a business tool — not just a creative one. Each challenge takes 15–30 minutes a day.

You don't need a big campaign. You don't need permission. All you need is your truth, a little momentum — and this guide.

"Skill comes from consistency, not intensity."

WEEK 1 CLARITY

Discover your truth and spot story gold around you.

- 1 ☐ Write your job title, then explain what you *actually* do.
- 2 ☐ List three defining moments that shaped how you lead, hire or create.
- 3 ☐ Ask a teammate: "What was a moment you felt proud of our culture?"
- 4 ☐ Complete this sentence: "People misunderstand our brand when they think..."
- 5 ☐ Jot down a recent mistake and what it revealed.
- 6 ☐ Write a short paragraph about a challenge your team overcame.
- 7 ☐ Use the TRUTH framework to outline that team story.

Download the TRUTH Canvas: sellthetruth.com/truthcanvas

WEEK 2 CRAFTING

Shape and structure your stories using TRUTH.

- 8 ☐ Pick one of your moments. Write the **Trigger** in one sentence.
- 9 ☐ Now write the **Reveal**: what did it teach, reframe or clarify?
- 10 ☐ Describe the decision made — the **Unlock**. What changed?
- 11 ☐ Add **Tension**: what made it hard, real or costly?
- 12 ☐ Finish with the **Harvest**: what impact did it have, and why did it matter?
- 13 ☐ Cut 50% of the words. Make it punchier. More human.
- 14 ☐ Share this story in a team Slack, email or 1:1. Ask for feedback.

WEEK 3 CONTEXT

Use stories where they belong — at decision points.

- 15 ☐ Choose a role on your careers site. Write a 3-line story of what it feels like to do it.
- 16 ☐ Interview a hiring manager: ask what it takes to thrive in their team.
- 17 ☐ Write a short story from their answer using TRUTH (max 150 words).
- 18 ☐ Drop a quote from that story into a real job ad.
- 19 ☐ Create a culture story from your “Tension” moment — what it revealed about values.
- 20 ☐ Film a 30-second phone selfie explaining why that story still matters.
- 21 ☐ Apply a TRUTH story to a live or archived job description. Post or send internally.

WEEK 4 ACTIVATION

Test stories in public, gather feedback and build influence.

- 22 ☐ Turn your best story into a short LinkedIn post (Trigger + Reveal only).
- 23 ☐ Comment on someone else's post with a TRUTH-aligned story or perspective.
- 24 ☐ Share your team story in a meeting or standup. Watch for resonance.
- 25 ☐ Create a "5 reasons not to apply" truth block for a real job role.
- 26 ☐ Ask a teammate to share a story about when they almost quit — but didn't.
- 27 ☐ Find one example of a story being retold inside your company. Screenshot it.
- 28 ☐ Record a 1-minute Loom: tell a customer, teammate or candidate story using TRUTH.
- 29 ☐ Build a story library doc with 3–5 polished TRUTH examples.
- 30 ☐ Present one story to your leadership team that reframes how the brand is perceived.

YOU DID IT

You now have a structured way to capture truth, shape stories with purpose, match story to context, spark connection and credibility, and convert insight into influence.

Download your companion templates and canvases at sellthetruth.com/story sprint

This is how you build brand trust, cultural clarity and storytelling fluency — one honest moment at a time. Let's keep selling the truth.

—Bryan

Bryan Adams · Sell The Truth