



# CONNECT WITH JOHN

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[www.johnregister.com](http://www.johnregister.com)



[john@johnregister.com](mailto:john@johnregister.com)



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HURDLING ADVERSITY:

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# WAR FIGHTER SPORTS AMBASSADOR

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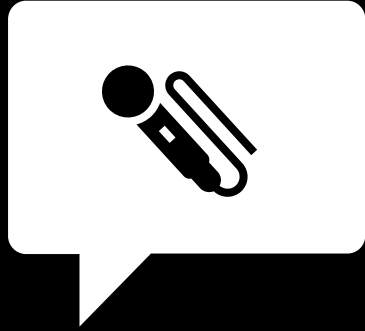


# MA'AM... I AM A RAZORBACK



Power is  
Static

Status is  
Fluid



LET'S TALK

In disability sport do we have *POWER*?

Or, are we given *STATUS*?

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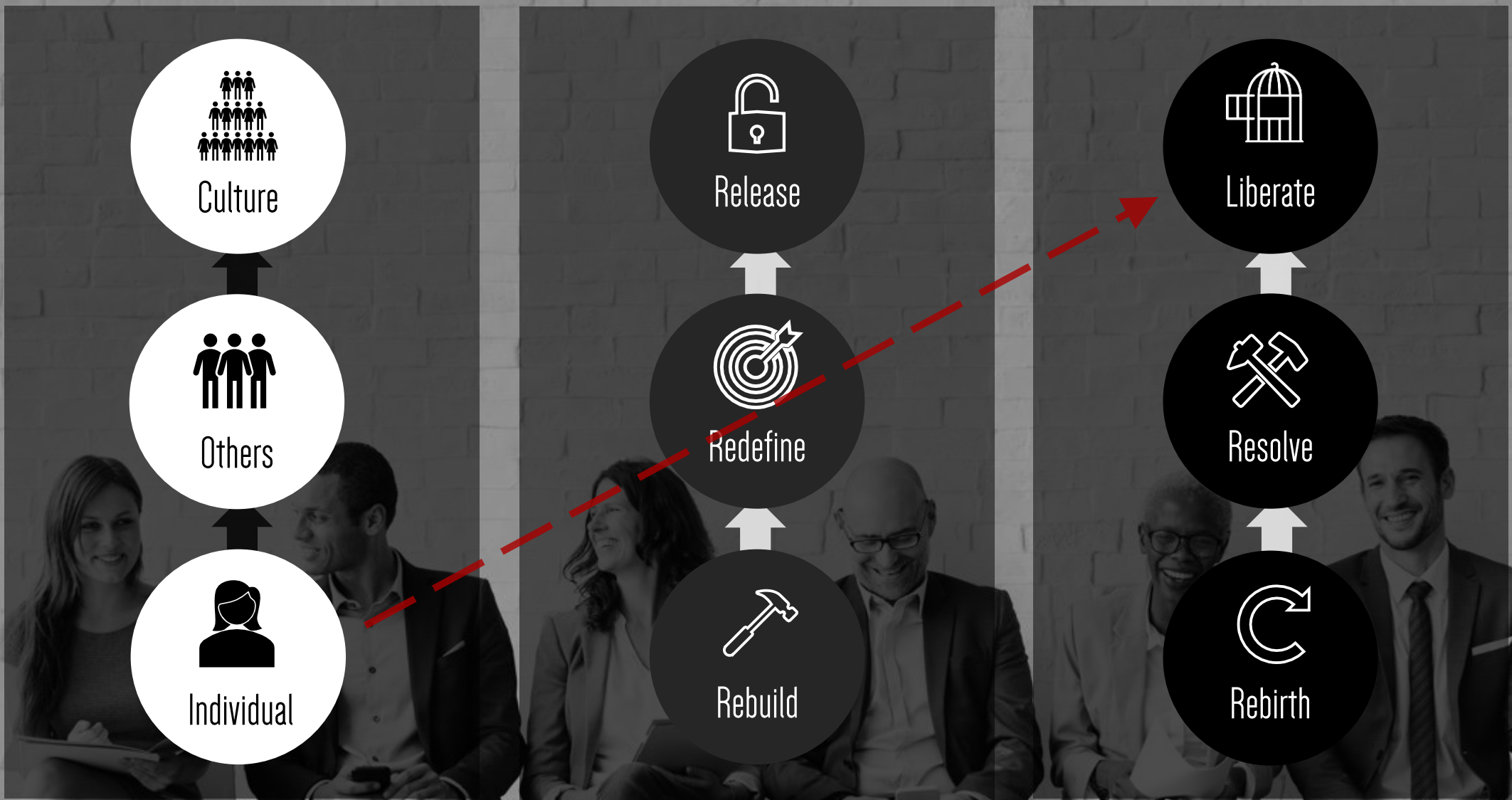
# JOHN'S ORIGIN STORY

Overcame **Individual Stigma**

Overcame **Others Stigma**

Overcame **Cultural Stigma**







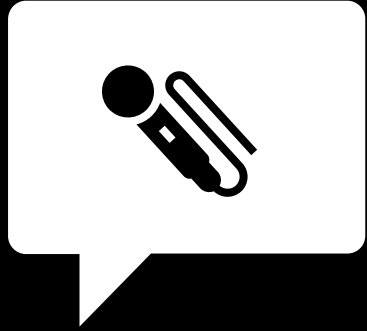
# SEQUENCE OF THE DAY

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## What We'll Discuss:

Why Story  
What's Your Story  
Practice  
Story Overlaps to Sponsors  
Wrap Up

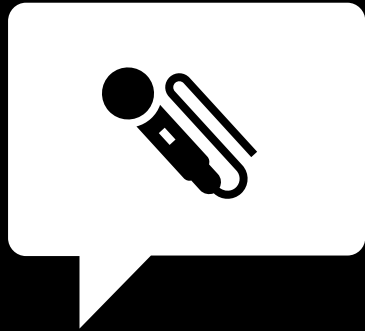
# A LIFE CHANGING LONG JUMP



LET'S TALK

What are your observations?

# Why Story?



# LET'S TALK

1. ...are easy to remember
2. ...stay with the audience "sticky"
3. ...every story contains a lesson to instruct the audience



# STORIES HAVE A BEGINNING



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A photograph of three men in an audience. The man on the left has a long, full beard and is wearing a plaid shirt. The man in the center has glasses and is wearing a blue checkered shirt, looking at a red smartphone. The man on the right is wearing a green patterned polo shirt and is looking down at a document or book. The background shows other audience members in blue seats.

# STORIES HAVE A MIDDLE



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STORIES  
HAVE AN END



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STORIES  
HAVE A MESSAGE



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# WHAT'S YOUR MESSAGE?



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## ACTIVITY

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### Build a Story

The price of doing the **same old thing** is far higher than the **price of change.**



# INSTRUCTIONS

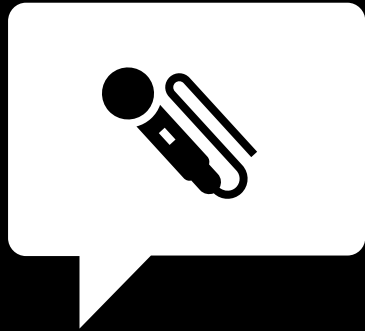
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■ ONE  
Choose someone to begin at your table.

■ THREE  
Begin the story with “once upon a time”

■ TWO  
Build a story using one word at a time.

■ FOUR  
End the story with “the end”



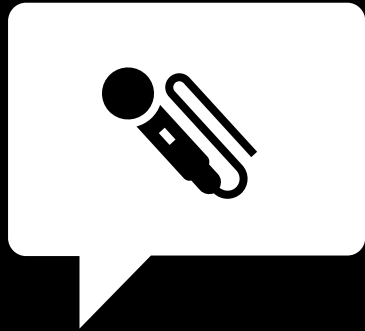
# LET'S TALK

1. Once...upon...a...time
2. And...every...day
3. Until...one...day
4. And...because...of...that
5. Until...finally...?
6. And...ever...since...then...

## THE STORY SPINE

THE STORY SPINE	STRUCTURE	FUNCTION
Once upon a time...	Beginning	The world of the story is introduced and the main character's routine is established.
Every day...		
But, one day...	The Event	The main character breaks the routine .
Because of that...	Middle	There are dire consequences for having broken the routine. It is unclear if the main character will come out alright in the end.
Because of that...		
Because of that...		
Until finally...	The Climax	The main character embarks upon success or failure
And, ever since then...	End	The main character succeeds or fails, and a new routine is established.

Published at [aerogrammestudio.com](http://aerogrammestudio.com), ©Kenn Adams



# LET'S TALK

1. What insights did you discover?
  2. What restrictions did you find speaking one word at a time?
  3. What freedom did you find speaking one word at a time?
  4. How might this activity impact your ability to tell your story?
-



“

What is the story with the picture?



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## ACTIVITY

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### Build a Story Part 2

The price of doing the **same old thing** is far higher than the **price of change.**





# INSTRUCTIONS

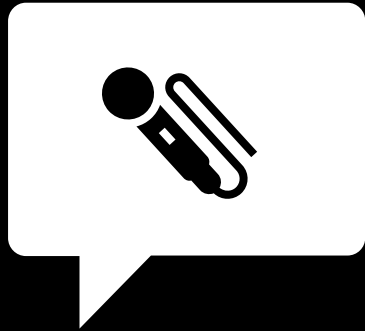
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■ ONE  
Pair Up

■ TWO  
Take out smart phone.

■ THREE  
Record your partner answering my questions.

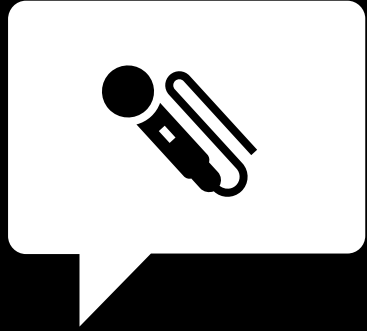
■ FOUR  
Switch up.



# LET'S TALK

1. How did you determine what you shared?
2. Who struggled a bit?
3. Who thought it was pretty easy?
4. Whats APP: 719 466 1754

# Which stories are the best?



LET'S TALK

From the heart or highly structured?



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# Profitability in Your Story?



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[www.johnregister.com](http://www.johnregister.com)



[john@johnregister.com](mailto:john@johnregister.com)



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# ACTIVITY

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## A-Z: IN REVIEW

The price of doing the **same old thing** is far higher than the **price of change.**

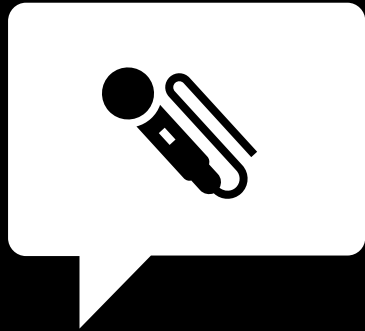


# INSTRUCTIONS

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- ONE  
DIVIDE INTO TWO TEAMS.
- TWO  
WRITE THE LETTERS A-Z HORIZONTALLY WITH A DASH. IE: (A \_) | A – M and N-Z
- THREE  
Write a word per letter which reflects what you learned on Monday.

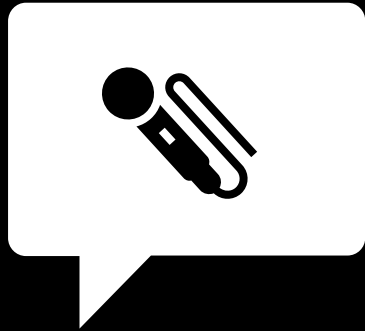




# LET'S TALK

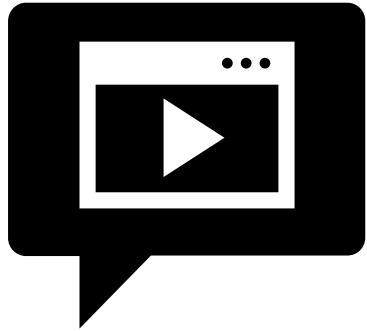
1. What else did you learn that is not written?
  2. How might an activity like this apply to story?
-

# Review of Videos: Themes



# LET'S TALK

1. Smile / Enthusiasm
  2. Facts / Directness
  3. Fishing for Answers / Uncertainty
  3. Clarity on Goals
  4. Focus on Legacy
  5. Gratitude for Sponsors
-



# Warrior Games



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## ACTIVITY

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### Share Your Story

The price of doing the **same old thing** is far higher than the **price of change.**



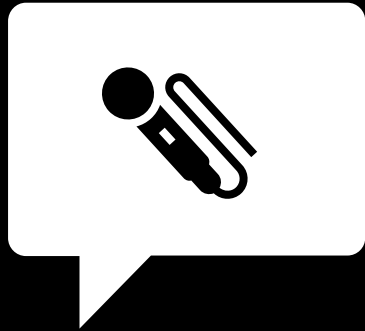
# INSTRUCTIONS

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■ ONE  
Identify 3 stories that you emotionally connected too.

■ TWO  
Write those stories in a spreadsheet.

■ THREE  
Bring them back on Friday to share.



# LET'S TALK

## S.P.A.A.S.T by John Register

1. Story
  2. Point
  3. Application to the Audience
  4. Activity (to lock in the learning)
  5. Summary
  6. Transition
-

“

What is the story of this picture?



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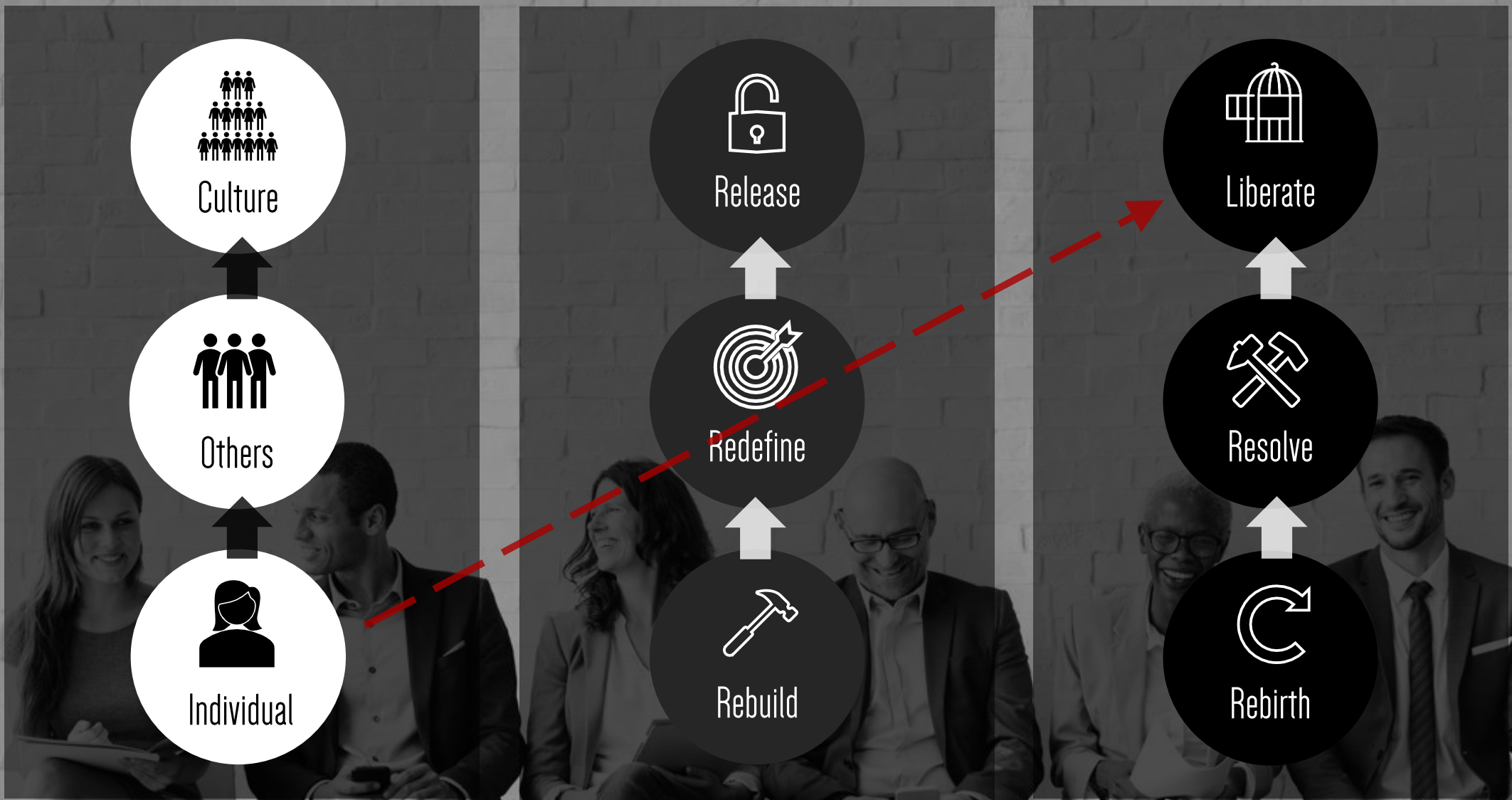


[john@johnregister.com](mailto:john@johnregister.com)



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# How to Overcome Adversity



## REBIRTH, RESOLVE, & LIBERATION

Realize the old is no more

Operate in total authority of the new you

Show up as your truest authentic self

## REBUILD, REDEFINE, & RELEASE

Begin to "climb the mountain"

Identify what is changed about you

Release yourself from the fears that hold you back

## GET COMFORTABLE WITH FEAR

Embrace your fears

Acknowledge the fears of others

Recognize societal pressures that drive your fears

## GET SILENT

Recognize the silence hidden in the word **resilience**. Realize this silence is also hidden in you

TEDx: Colorado Springs

Why Tolerance is Not Valuable



TAKE A PHOTO OF THIS  
SLIDE

“

Go forth and inspire your world.

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[john@johnregister.com](mailto:john@johnregister.com)



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