



ABOUT

Yamini Naidu is the world's only economist turned business story-teller and is rated among the top three business storytellers globally.

With a client list of Fortune 500 and ASX Top-100 companies, she works at board and CEO level around the world, moving leaders from spreadsheets to stories.

Her current book Story Mastery has been published internationally in 2019. Previous books, Power Play: Game changing influence strategies for leaders and the bestseller Hooked: How leaders connect, engage & inspire using storytelling, were published world wide by John Wiley & Sons.

A global citizen, Yamini was born and raised in Mumbai (formerly Bombay) in India and is a gold medalist from University of Bombay and both a scholarship winner and a postgraduate from the London School of Economics.

She has lived, worked, studied and travelled in India, Asia, Europe and the Americas.

She now lives in Melbourne, Australia, with her large extended family and a crazy cavoodle named Ace. Yamini is also a voluntary guide at the National Gallery of Victoria (NGV).

Yamini believes Melbourne makes the world's best coffee. She always believes in being prepared. So should her services be requested by the secret service, she has her spy name ready – Quantum.

Psst, don't tell anyone.

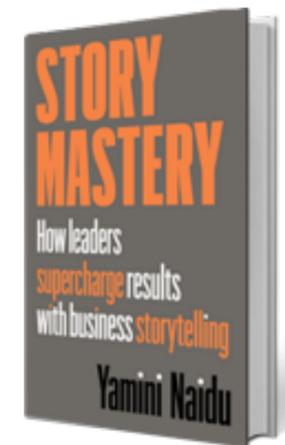
I'll leave you with a gift of a 101 story ideas. Some of these ideas nest thousands of stories, so it's truly a gift that keeps on giving. For example, the Moth website and podcast feature live storytelling events in cities around the world.

Follow the links. You'll still have to craft your story, using the tools I have shared in this book, but this resource will ensure your story wells never run dry!

1. Google doodle each doodle tells a story, [Eugénie Brazier celebrated with Google Doodle.](#)
2. TED talks
3. Moth podcasts (and here's a link to my [Moth video](#))
4. Best holiday you ever had
5. Worst holiday you've ever had
6. Best Christmas
7. Worst Christmas
8. Travel tales
9. Proposing to your partner, or being proposed to
10. Falling in love for the first time
12. Learning to drive
13. Moving house
14. Joining a new school
15. Having your first child
16. Finding out you are going to be a parent
17. The best customer service experience you ever had
18. The worst customer service experience you ever had
19. Your favourite sporting moment
20. Your most gut-wrenching sporting moment
21. Hobbies
22. Your childhood
23. Your favourite teacher
24. The worst teacher you ever had
25. The school bully
26. Your first date
27. The worst date you ever had
28. Your pets
29. Travelling overseas for the first time
30. Your favourite meal
31. Your best dinner memory
32. That dinner disaster
33. How you met your best friend
34. How someone stood up for you (had your back)
35. The funniest thing that ever happened to you
36. The funniest thing that ever happened to someone you know
37. Odd spot from The Age newspaper, which features weird and wonderful stories from around the world, [Age Odd Spot.](#)
38. Newspaper cartoons
39. Favourite film/favourite scene from a film
40. Favourite book
41. Favourite fictional character
42. Person you admire
43. Celebrity whose antics make you roll your eyes

101 STORY IDEAS

44. Today's newspaper
45. Your family
46. A protest march you've been on
47. The best gift you ever received
48. The worst gift you ever received
49. Favourite business book
50. Words of wisdom from a mentor
51. Favourite memory about your grandparents
52. Scour business books for stories
53. Bad Girls Throughout History: 100 Remarkable Women Who Changed the World by Ann Shen contains 100 stories most people would not have heard about. One gem: the story of Khutulun, the Mongol warrior and athlete who wrestled men and won all their horses.
54. Your favourite book as a kid
55. Your worst travel tale
56. [Buzzfeed.com](https://www.buzzfeed.com)
57. Time magazine's annual feature on the world's most influential people
58. Nobel prize winners in different fields. Research their stories.
59. Time magazine's 100 most iconic photos
60. New Scientist's 21 great mysteries of the universe
61. Fast Company's list of world's 100 most creative people
62. Favourite TV show when you were growing up
63. What specific memory/experience/place makes you nostalgic?
64. Describe a time in your life when you faced uncertainty and what happened.
65. Describe a challenge you faced and the lessons you learned from it.
66. Describe an 'aha' moment in your life and whether it still influences your behaviour.
67. Describe a time you persisted in order to achieve something.
68. Share one of your regrets and why you regret it.
69. Describe a turning point in your life, and why it had such an impact.
70. Share a time you pursued a dream.
71. Describe a situation in which you faced conflict and how it challenged you.
72. Describe a time you believed in yourself and achieved something against the odds.
73. Podcasts are packed with stories (every time you hear one, make a note).
74. Share an example of when you saw a small change at work make a difference for stakeholders.
75. Describe a time when your workplace simplified a process or system with great results.
76. Describe a time when you felt proud to work in your organisation.
77. Describe a time when you or someone you know received positive feedback from a stakeholder.
78. Give us an example of something you have seen or heard recently at work that inspired you.
79. Share a time when you went home excited about something that happened at work.
80. Share a time when you offered a simple solution that made a difference for your customers/stakeholders.
81. Describe a time when you or someone you know at work did the right thing for a customer.
82. Have you heard a customer describe a positive experience they have had with you or a team member?
83. Describe a time when you or someone you know delivered a great customer experience.
84. Share a time when you or someone you know had positive feedback from a customer, colleague or supplier.
85. Describe a time when someone at work shared a positive experience with your organisation.
86. Share a time when your company did the right thing (for you, a colleague, a supplier or the community).
87. [CEO Guru, BBC.](https://www.bbc.com/news/business)
88. [ABC RN presents arts, books and culture in The Hub.](https://www.abc.net.au/rn/arts-books-culture)
89. [19 of the most inspiring rags-to-riches stories in business](https://www.businessinsider.com), Business Insider.
90. [5 World Famous Business Success Stories.](https://www.entrepreneur.com)
91. [8 Great Entrepreneurial Success Stories.](https://www.entrepreneur.com)
92. Google searches on failure stories
93. [Reddit](https://www.reddit.com) gives you the best of the internet in one place. Get a constantly updating feed of breaking news, fun stories, pics, memes and videos just for you.
94. [Wired magazine.](https://www.wired.com)
95. [Fast Company](https://www.fastcompany.com) is the world's leading progressive business media brand, with a unique editorial focus on innovation in technology, leadership and design. Check out the sections on ideas, leadership, technology.
96. Check out [Plot Generator](https://www.plotgenerator.com) (more for fiction but gets your story idea justices flowing)
97. Check out review sites like Yelp and Trip Advisor (packed with stories)
98. Google search for these terms
 - inspirational business success stories
 - business success stories from rags to riches
 - successful business people and their stories
 - successful entrepreneurs and their stories
 - success stories of entrepreneurs in India
 - business success stories
 - successful entrepreneurs stories.
99. Obituaries
100. [NPR StoryCorps](https://www.npr.org), an independent non-profit project with the mission to honour and celebrate the lives of everyday Americans by listening to their stories.
101. My website [yamininaidu.com.au](https://www.yamininaidu.com.au) (LOL)



Source: From 'Story Mastery: How leaders Supercharge results using Storytelling', Yamini Naidu

