

The B.R.A.V.E. Checklist

Run through this list before every talk, interview, panel, or appearance.
Check it off when you nail it!

B

Bold: *Say the quiet part out loud.*

- I know the one thing I've been editing out of my next appearance. I'm putting it back in.
 - I use my strongest soundbite – the sassy, specific, real version – that sounds like me.
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R

Resilient: *Turn the obstacle into a quest in your Hero's Journey.*

- I name the obstacle in my story, what it cost me, and what it taught me.
 - My story arc moves from challenge to victory. It doesn't linger in the hard part.
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A

Active: *Show, don't tell. Make it cinematic.*

- I describe at least one image, scene, or sensory detail that brings my audience in.
 - I have at least one moment where I'm showing something – not just talking about it.
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V

Vibrant: *Command the space. Own every inch of it.*

- I know how to own the physical space, where I'll stand, move, and pause with intention.
 - My energy on stage or camera matches the version of me that commands every room.
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E

Expressive: *Use colorful language that sounds like yourself.*

- I've replaced the safe version with the specific, colorful one that sounds like me.
- I know exactly where I'll slow down, pause, or drop my voice. Silence is architecture, too.

This checklist diagnosed the issue. The 'Executive Storytelling Scorecard' identifies the problem area. [Download it HERE.](#)