



15
minute

Executive Storytelling Scorecard

Own Your Story from the Green Room to the Mic

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You're not waiting to be discovered. Your story is awaiting the architecture that makes discovery inevitable.

You've done the work.

Two decades of knowing exactly what needs to be said in every room you walk into. The body of work. The credibility. The ideas. The version of yourself – sassy, true, unforgettable – that shows up in your best moments.

And yet.

Something keeps fracturing between what you know and what actually lands.

You drive home from the keynote knowing the real version never left the Green Room.

Someone with half your experience headlines the stage you should be on.



You've been saying "I'm working on it" for longer than you'd like to admit.

Here's what I've learned after 25+ years on both sides of the camera and the stage:

That fracture isn't a confidence problem. It's an architecture problem.

Confidence is a byproduct of structure. When the narrative is built right – when your story is clear, owned, and designed to travel across every platform – showing up stops being an act of courage and starts being an act of expression.

This Scorecard finds your fracture. Four platforms. Five questions each. One honest look at where your story is holding – and where it isn't.

HOW TO SCORE

Score each statement honestly, not aspirationally. This is a private diagnostic. Not a performance. There are no wrong answers. Only information.

1 = Not there yet 2 = Getting there 3 = This is me

1 Keynote Presentation

The version of you between the Green Room and the mic.

Statement

Score

When I walk off a keynote stage, my first thought is "Fuck yeah! That was exactly who I am!" Not "I got through it."

1 2 3

I could deliver my core message on any stage, to any audience, without rewriting it from scratch the night before.

1 2 3

The version of me that shows up on stage is the same one who commands my boardroom – not a more careful, edited one.

1 2 3

I know exactly what I want every person in that room to walk away thinking. I build my entire talk around that one thing.

1 2 3

I've stopped preparing to survive the stage. I'm preparing to connect with the audience.

1 2 3

Keynote Score ___ / 15

Sound familiar?

"I rehearsed it 6 times. It was technically perfect and completely lifeless. I got the applause. But I drove home knowing the real me never left the Green Room."

2 Media & Interviews

What gets quoted – and what lands on the Cutting Room floor.

Statement

Score

When a journalist quotes me, the quote sounds like me at my most articulate – not my most careful.

1 2 3

I have a signature soundbite I can drop into any interview naturally – not one I'm forcing or blanking on under pressure.

1 2 3

When I watch myself on camera, my first instinct is "Yes. That's me." I didn't do seven (7) takes to get a file I never open again.

1 2 3

I know how I want any media appearance to make people *feel*. I architect for that *feeling*, not just the content.

1 2 3

Inbound media requests come to me directly because my name keeps coming up, not because my PR firm pitched them.

1 2 3

Media & Interviews Score ____ / 15

Sound familiar?

"The Comms team approved my talking points.

I sound polished. I sound credible.

I sound like the company. I posted the video because I had to... and I've never opened that file again."

3 Panels & Visibility

Whether you're building toward the Mainstage or orbiting it.

Statement

Score

I have a deliberate strategy for which panels I accept and which ones I don't. I know exactly what each one signals to the people doing the booking.

1 2 3

On panels, I'm the voice people are still thinking about on the drive home. Not the voice that kept the conversation moving.

1 2 3

I leave panels having said the real version, not the one I edited in the moment, because the room felt safer with the careful answer.

1 2 3

My speaker bio, proposal language, and panel positioning collectively signal one thing: Keynote Speaker. Not Supporting Cast.

1 2 3

I can feel my panel appearances compounding toward something. It doesn't feel like starting from zero every single time.

1 2 3

Panel & Visibility Score ____ / 15

Sound familiar?

"I trained some of the people on that speaker lineup. And I'm still in the breakout room. Why?"

4 Documentary & Legacy

The permanent record of your ideas. What is undeniably, irreplaceably yours.

Statement

Score

If a filmmaker called today, I could articulate my story arc (my "through-line") in three (3) sentences. Without defaulting to my job title.

1 2 3

I can answer "What's the legacy of your ideas?" with something that doesn't disappear when I leave my current role.

1 2 3

My body of work across platforms tells a coherent story. It doesn't look like a collection of appearances that don't connect to each other.

1 2 3

I'm actively building something that will outlast my current title: a legacy of ideas, not just a list of accomplishments.

1 2 3

I can name the specific, irreplaceable contribution my story makes to my industry's future. And it's different from what other leaders would say.

1 2 3

Documentary & Legacy Score ____ / 15

Sound familiar?

"I've built teams, companies, and careers for other people, organizations, and causes. If I stepped back right now, what is the permanent record of my ideas? What exists that is undeniably, irreplaceably mine? The answer is quieter than I want it to be."

Your Platform Score

Transfer your scores for each section, then add up the total.

Platforms	Score
Keynote Presentation	___ /15
Media & Interviews	___ /15
Panels & Visibility	___ /15
Documentary & Legacy	___ /15
Total Score ___ / 60	

What Your Platform Scores Mean

5-8 Fracturing

This platform is working against you. It's not sending the signal you think it is – and the gap between your intention and your impact is bigger than you realize. This is where we start.

9-12 Building

A strong foundation. The pieces exist. What's missing is the architecture that makes them work as a system, so every appearance compounds toward the same legacy, instead of standing alone.

13-15 Owning

This platform is working. The question is whether it's working in concert with your others – or whether you've built something great that's still operating in isolation.

Where to Start

Keynote Presentation: If you're fracturing here, focus on the one thing you want your audience to remember. Architect your talk toward that key takeaway. (Hint: You'll need to repeat it more often than you think.)

Media & Interviews: If you're fracturing here, focus on the one soundbite you want to be known for and then drop that in naturally to any interview.

Panels & Visibility: If you're fracturing here, the first thing to look at isn't your content – it's your bio. That's what bookers see before they ever hear you speak.

Documentary & Legacy: If you're fracturing here, focus on the legacy you want to leave – not in your current company – but in your industry as a whole. Practice telling that story in three (3) sentences without listing your job titles.

Your Total Score

What It Means

20-34 Architecture Gap

You have the content, the credibility, the ideas – but no structure tying it together. That gap is why you're still doing panels when you should be headlining. This is not a confidence problem; it's an architecture problem. Those require completely different solutions.

35-49 Emerging

You're building something real, but it's not a system yet. What's missing is the through-line that ties every platform to the same legacy. The work isn't starting over. It's connecting what's already there.

50-60 Owned

Your story is working. The question now is whether it's working as hard as it could – and whether the rooms you're in still match the story you've built.

The B.R.A.V.E. Framework

You're not the diversity panelist. You're the keynote speaker. It's time your architecture reflected that.

Your total score tells you where your story is holding – and where it's quietly keeping you off the stages, out of the camera frames, and away from the legacy you've been building toward for years.

You already know the version of you that's possible. The one who walks off that stage thinking, *Fuck yeah!* The one whose name travels without her. She's not waiting for more confidence. She's waiting for the right architecture.

The **B.R.A.V.E. Framework** – **B**old, **R**esilient, **A**ctive, **V**ibrant, **E**xpressive – is exactly that. Your Scorecard showed you the fracture. The Framework is how we fix it.

What's Next?

The **B.R.A.V.E. Framework** is where the repair begins. And the best place to start is with the **B.R.A.V.E. Checklist** – a free resource that shows you exactly how each element applies to your current narrative.

This demystifies precisely where your narrative architecture needs work before we ever sit down together.

Download it today at: windyborman.com/brave



Get the Free B.R.A.V.E. Checklist

The B.R.A.V.E. Checklist is your first repair. With it you will:

- ✓ See exactly how each element – Bold, Resilient, Active, Vibrant, and Expressive – map to your current story
- ✓ Identify which element is creating the biggest fracture across your platforms
- ✓ Get your first repair before you ever invest a dollar

[Download the Free Checklist \[HERE\]](#)



About Windy Borman

Narrative Architect | Executive Storytelling

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For 25+ years, I've been on both sides of the camera and the stage – producing documentaries that premiered at Sundance and HBO, directing events for Dr. Maya Angelou, and interviewing Sir Richard Branson, Charles Schwab, and California Governor Gavin Newsom for award-winning films. I've spent a career knowing exactly what looks good on stage, sounds right on camera, and survives the Cutting Room floor. Now I use everything I learned to help female and non-binary executives build the narrative architecture to own their story across events, media, and film.

I only work with people I believe in. When there's mutual fit – when I believe in you and your mission – I become more than a coach. I'm the person in your personal Green Room: building the structure, telling you the truth, and pushing you out on that stage ready to own every second of it. Because when you walk off thinking, *Fuck yeah!* – that's not luck. That's architecture.

Windy