

## D-I-Why

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25 minutes

Have your team develop their story and create their storyboard to share at their parties.

#### Materials:

- Handout – **Tell Your Story** (link to -
- Ask team members to bring a couple of old magazines, or catalogs from companies they like to shop with. Have them bring an actual picture of something that's important to them.
- Provide 8-1/2 x 11 plain cardstock – one for each attendee, or, have members bring their own small, blank poster.
- Several pairs of scissors.
- Several glue sticks or bottles of school paste.
- Work space for everyone to work on creating their boards.
- Clock/timer.

#### ACTIVITY INSTRUCTIONS:

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##### Introduce the activity:

If they don't have a storyboard already, it's a great visual for them to use at their shows. Or, keep in their office to stay motivated. Before starting, ask them to recall what their life was like before Pampered Chef, what goals have they already accomplished, or hope to with their PC business.

*"We've all heard of the term D-I-Y, but tonight we're going to D-I-W-H-Y. Each of us has a story as to why we joined Pampered Chef and what goals we hope to achieve by being a business owner. We'll create our board using ads from the magazines, catalogs and pictures you brought to tell your story and what your why was for starting your Pampered Chef business."*

##### Distribute handout:

- *"Look over the handout and use that as your guide to create your D-I-Why Storyboard."*
- Give them 15 – 20 minutes to assemble.
- **Remind them as they build their story they want to keep it to less than 60 seconds.**

##### Regroup:

- *"Okay, let's see what everyone has created. Who wants to go first and tell their story?"*
- Give everyone a chance to share.
- Time each person's story. Do they need to shorten?

##### Wrap-Up:

- *"Each of us has our why for being a Pampered Chef consultant, and as we all heard tonight there might be a few similarities. Knowing this, how does this help you at your shows?"*
- Ask them to commit to using their new storyboards at their shows.
- Take a picture of the group holding their storyboards and post to the team Facebook® page.
- Optional: After exploring your why, or hearing others, if any of you are interested in becoming a leader we can talk about the **Director Bound program**.  
As a leader you can take your business from making extra "fun" money, to making full-time income with flexibility.