30 minute

Fully Yourself on Any Stage

Stop Choosing Between Likeable & Respected

A Self-Guided Worksheet by Windy Borman | Copyright 2026 WB Consulting LLC

You have the story. The credentials. The thing you actually want to say. This worksheet builds the architecture to say it — on any stage, in any room, in any frame.

How to Use this Worksheet

This isn't a confidence exercise. It's not a journaling prompt. And it's definitely not a template where you fill in the blanks and end up sounding like everyone else.

This is architecture work.

After 25+ years on both sides of the camera and stage, I've watched the same thing happen over and over: a brilliant woman walks up to the mic — fully prepared, deeply credentialed, completely ready — and delivers the polished version. The safe version. The one her Comms team approved. And the real version? The sassy, true, unforgettable one? It lands on the Cutting Room floor.

That's what we're fixing today.

The **B.R.A.V.E. Framework™** is the architecture running underneath every prompt in this worksheet. **B**old. **R**esilient. **A**ctive. **Vi**brant. **E**xpressive. Each element maps directly to what I've watched women leaders need most when the mic is hot, and the room is waiting.

You'll feel it show up in the questions — not as a formula to follow, but as the structure that holds you when you start writing the *real* thing instead of the safe thing.

By the time you reach the last page, you'll have your **Signature Story:** two to three sentences that sound like you, work on any stage and any platform, and don't require your title to land.

Set aside 20 to 30 minutes. Find a space where you can think out loud. Write fast on the prompts. Your first answer is almost always closer to the truth than your edited one.

Let's go!

Windy

Part 1: Reframe

It's Not You. It's the Architecture.

Let's start with the real problem because it's probably not what you think it is.

You've been told this is a confidence problem. That if you just got more comfortable on stage, more natural on camera, more consistent with your content, it would all click into place. So you've done the work. You've prepared. You've shown up. And somewhere between the Green Room and the mic, the version of you that walks into every other room — the one who commands attention, says the smart thing, owns the space — disappears. And you drive home knowing you left her backstage.

That's not a confidence problem. That's an architecture problem.

Nobody has helped you build the structure that makes it safe — and strategic — to bring the real version forward. The one with the sassy edge. The one with the story that actually happened. The one that sounds like you when you're at your best, not the version you think the room wants to hear.

That's what we're building today. And it starts right here.

Who is the version of you that disappears between the Green Room and the mic?

Describe her. What does she say when nobody's watching? What does she stop herself from saying when the room is full?

What do you keep editing out — not because it's wrong, but because it feels too vulnerable?

Not the polished version. Not the approved version. The thing you think, but cut every single time.

Write it on the next page. Unedited.

What do you keep editing out?

Part 2: The Excavation

Let's pull the real story off the Cutting Room floor.

This is where the raw material lives. Each prompt maps to one element of the **B.R.A.V.E. Framework™** — the architecture that's going to hold your **Signature Story** together.

Don't overthink it. Don't edit yourself. Write the first thing that comes up, because that's almost always the thing that survives the Cutting Room floor.

B **Bold:** Say the Quiet Part Out Loud

The **B.R.A.V.E. Checklist** asked you to identify the one thing you've been editing out of your talk — and the soundbite that's sassy, specific, and actually sounds like you. You know what it is. You've always known.

Write the unedited version of what you most want to say on stage. The version you'd say to a colleague you trust completely, over a drink, off the record.

Not the version you'd say if your Comms team was in the room. The other one.

The B.R.A.V.E. Framework™ is a trademark of WB Consulting, LLC

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

The **B.R.A.V.E. Checklist** asked you to name your obstacle, what it cost you, and what it taught you. Your story arc moves from challenge to victory — it doesn't linger in the hard part. Now let's shape it.

What's the hardest thing you've navigated professionally that your audience actually needs to hear? The thing you've been positioning as background noise when it belongs in the foreground.

Name what it cost you. Then name what it taught you.

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

The **B.R.A.V.E. Checklist** asked you to describe at least one image, scene, or sensory detail that brings your audience in — and to find the moment where you're showing something, not just talking about it. A great story doesn't explain itself. It puts the audience inside a frame.

What image (still or moving) or what sound (a song, a sound effect, an ambient detail) comes to mind when you tell your story?

How could you use it to *show* your story instead of just telling it? Is there a metaphor hiding here that does the work better than any explanation could?

The B.R.A.V.E. Framework™ is a trademark of WB Consulting, LLC

V **Vibrant:** Command the space. Own every inch.

The **B.R.A.V.E. Checklist** asked you to know your physical space — where you stand, move, and pause with intention, and whether your energy on stage or camera matches the version of you that commands every room. Let's ground that in a real moment.

Think of a time when you felt people genuinely leaning in. What were you saying? And why did it land?

What specific words did you use? How were you using the stage or the screen — your body, your stillness, your proximity to the audience? What did you do with the space you were given?

E **Expressive:** Sound like yourself.

The **B.R.A.V.E. Checklist** reminded you that silence is architecture, too. You already know exactly where to slow down, pause, or drop your voice. The most expressive version of you isn't louder. She's more specific. More deliberate. More herself.

Describe what happens to your voice when you fully believe what you're saying.

What changes in your volume? Your pacing? Where do you pause — and what does that silence make the audience feel? What's the most colorful, specific phrase in your vocabulary that you keep replacing with a safer one?

The B.R.A.V.E. Framework™ is a trademark of WB Consulting, LLC

Part 3: The Build

Now let's architect it.

You just did the excavation:

- You named the thing you keep editing out.
- You shaped your obstacle into a quest.
- You found the cinematic detail, the physical moment, the voice that sounds like you.

Now we build.

Everything you need for your **Signature Story** is already on these pages. This next section is about assembly — pulling the raw material into a structure that holds.

Before you write the story, answer this:

What is the ONE thing you want every room to know, feel, or do differently after they encounter you?

Not your elevator pitch. Not your bio. The one true thing — the version you'd whisper to yourself before you walk on stage.

The B.R.A.V.E. Framework™ is a trademark of WB Consulting, LLC

The B.R.A.V.E. Signature Story Formula

Three sentences. No title. No résumé. Just you.

Here's how your excavation maps to your **Signature Story**:

Sentence 1 = B (Bold): Who you are — in your own words, without your title.

The quiet part, said out loud. The real version, not the safe one.

Ex: "I [bold claim about your work or mission, in your voice]."

Sentence 2 → R + A (Resilient + Active): Where you've been — shown, not told.

The obstacle named, the lesson earned, and one cinematic detail or metaphor that makes the audience see it instead of just hear it.

Ex: "After [what it cost you], I [what it taught you] + [the image, scene, or metaphor that shows it]."

Sentence 3 → V + E (Vibrant + Expressive): What you make possible — in your most colorful, specific language.

The impact on the room. Said at the volume and pace that sounds like you when you fully believe it.

Ex: "Now I [what you make the room feel, do, or think differently] — [the bold, specific phrase that sounds like you and only you]."

The B.R.A.V.E. Framework™ is a trademark of WB Consulting, LLC

B.R.A.V.E. Signature Story Example

Here's what my Signature Story looks like — so you can see the formula in action before you write your own.

I help women stop delivering the safe version of themselves — and start saying the sassy, true, unforgettable thing that's been sitting underneath the whole time.

[B — the quiet part, said out loud. Who I am, without my title.]

After 25+ years on both sides of the camera and stage, I watched the most brilliant women in every room step up to the mic — and deliver the polished, Comms-approved version while the real one landed on the Cutting Room floor.

[R — the obstacle named and what it cost; A — the Cutting Room floor is the image that shows it instead of telling it.]

Now I build the narrative architecture that gets the real you from the Green Room to the mic — so you walk off that stage thinking, "High five. Fuck yeah!"

[V — the physical journey from green room to stage, owned completely; E — specific, colorful language doing the closing work.]

Three sentences. No Sundance credits. No client list. No title. Just the story — including some colorful language — and the room leans in.

Now write your Signature Story using the formula above.

Write the B.R.A.V.E. version first — the one that sounds like you at a dinner, not you in a board presentation.

Then write the safe version.

Then decide: which one would you actually remember if you heard someone else say it?

The B.R.A.V.E. Framework™ is a trademark of WB Consulting, LLC

B.R.A.V.E. Version

Safe Version

The B.R.A.V.E. Framework™ is a trademark of WB Consulting, LLC

Part 4: Read it Aloud

How does it sound?

Read your B.R.A.V.E. version out loud.

Does it sound like you? Does it hold up without your title? Does it make you want to say more — or does it make the room want to ask more?

Circle what you'd change. Then write it one final time here/ This is the version you'd say 60 seconds before you walk on stage ro ground yourself.

Final Version

The B.R.A.V.E. Framework™ is a trademark of WB Consulting, LLC

Part 5: The Final Test

Would you actually say this on stage?

Before you close this worksheet, one last check. Not a prompt to write to, but a litmus test to sit with.

Could you say this **Signature Story** in a Green Room, 60 seconds before you go on, and feel grounded?

Could you say it at a dinner, when someone asks what you do, without reaching for your credentials?

Could you say it on camera, in a media interview, on a podcast, in a keynote opening — and have it land the same way every time?

If yes, you have your foundation. You built something real today.

If not, go back to **Part 2** and dig one layer deeper. Write faster. Edit less. The gold is almost always one layer under the first answer — the one you almost wrote, then crossed out.

The version of you that disappears between the Green Room and the mic? She was never the problem.

She just needed the architecture to hold her.

The B.R.A.V.E. Framework™ is a trademark of WB Consulting, LLC

You Just Built a Foundation.

That wasn't a journaling exercise. That was architecture work. And most people never do it.

They prep their talking points, polish their bios, fiddle with their slides, and show up hoping the real version of themselves shows up, too.

You just built the structure that makes the REAL YOU repeatable.

Your **Signature Story** is the first layer of your narrative architecture. It's the 2-3 sentences that hold up on any platform, in any room, without a title or résumé to prop them up. But it's the foundation, not the whole building.

The full architecture goes deeper: how your story holds across a keynote and a media interview and a documentary in completely different ways, each one pulling from the same source, each one building toward the same legacy.

That's when your appearances stop being one-offs and start compounding into something that outlasts every title you'll ever hold.

If you're ready to build the full architecture around it — and walk away with a **Story Blueprint** that maps your narrative across every platform you care about — that's exactly what the **Narrative Architecture Spotlight** is designed to do.

But for right now? You did the thing.

High five. Fuck yeah!

Windy

Windy Borman

Executive Storytelling | Speaker Coaching | Media Training

I build the architecture that gets the real you from the Green Room to the mic.

www.WindyBorman.com

The B.R.A.V.E. Framework™ is a trademark of WB Consulting, LLC