

## **She Said/She Said Podcast with Laura Cox Kaplan TRANSCRIPT**

Episode: 203 [repackaged from Episode 166]

Title: How to use story to build your brand, shape your influence, and improve your mindset!  
BONUS EPISODE 203

Guest: KINDRA HALL

### **SHOW OPEN**

Laura Cox Kaplan:

Building influence is something anyone can learn. It's an investment you can make in yourself and it can hold the keys to achieving your dreams and having the life and impact you want to have. I'm Laura Cox Kaplan. I've learned a lot over three decades about building and sustaining influence and how using it and using it effectively can make a big difference in your life and career. Here on She Said/She Said podcast, we're digging into the different dimensions that help us build and sustain influence. If you thought being an influencer was just for social media, think again. Whether you're starting a business, raising money for a cause, negotiating a promotion, running your household or trying to connect with those who don't share your views, understanding and using the different dimensions of influence will increase your chances of success whatever your goals may be. Listening to She Said/She Said podcast is a smart, efficient investment you can make in you. I'm really glad you're here and I'm excited we're on this journey together.

### **EPISODE OPEN**

Laura Cox Kaplan:  
Hey friend,

Welcome to this bonus episode of she said/she said podcast. Over the next few weeks, I'll be taking a break and sharing a few repackaged past episodes -- just a few that really resonated with listeners, and that generated so much great feedback.

The topic of this week's episode is a personal favorite of mine -- its about the power of story and how we can learn to use our stories effectively to build and support a strong brand. But it's also about how stories— especially the ones we tell ourselves — can be so important to our overall mindset and can directly impact how we see the world.

Who better to guide us in this conversation than professional storyteller and author Kindra Hall.

Here is the repackaged episode with Kindra Hall.

Laura Cox Kaplan:

Hey friend, welcome. Today, we're talking about the power of story and how harnessing it can be an important part of your influence strategy. I'm talking about knowing how to create stories that help you both attract and retain an audience, stories that help you build support for a cause, stories that help you get invited to dinner parties, stories that win deals. It's a skill. My guest today is a master at understanding and harnessing that skill, and helping you do the same. Kindra Hall is a professional storyteller. She started winning awards as a child when she captivated audiences with her ability to tell a story.

Laura Cox Kaplan:

She took that talent and turned it into a career, which includes, not only keynote speaking about storytelling and the power of story, but also online courses, a successful podcast, and two books so far. Kindra's first book is entitled, *Stories That Stick: How Storytelling Can Captivate Customers, Influence Audiences and Transform Your Business*. That book debuted at number two on the Wall Street Journal bestseller list, and Forbes Magazine said it may be the most valuable business book you will read. Pretty high praise.

Laura Cox Kaplan:

Her second book is slated for release in January, 2022. It's entitled *Choose Your Story, Change Your Life: Silence Your Inner Critic and Rewrite Your Life From the Inside Out*. It echoes a topic that we talk about on this podcast so much, this idea of mindset.

Laura Cox Kaplan:

In today's conversation though, we're going to dig into the power of story and talk about how to harness it to build influence. But we also will talk about how Kindra took talent and turned it into something that provides a unique offering for others, despite naysayers who questioned her along the way. It's a really important component of Kindra's story. And now my conversation with Kindra Hall. Kindra, welcome to She Said/She Said.

Kindra Hall:

Oh, thank you so much for having me, Laura. I'm just thrilled to be here.

Laura Cox Kaplan:

I'm so thrilled to have you. I have been a big fan, not only of your book, the first book that was out, but also your terrific podcast called *Success Stories*, which I really enjoyed. I know you've transitioned out. We'll talk about that in a second, but I'm really happy to have you here today.

Kindra Hall:

Oh, as we were talking just briefly before, it's so great when two podcasters come together, so ...

Laura Cox Kaplan:

Female podcasters too.

Kindra Hall:

Exactly, even more so.

Laura Cox Kaplan:

Yes. Okay. Let's jump in. You are a professional storyteller.

Kindra Hall:

I am.

Laura Cox Kaplan:

And you help others master this craft. I'd love for you to talk about why storytelling, when it's done well, really matters.

Kindra Hall:

Yeah. I think that there are so many different layers to the power of storytelling, and more and more they're being revealed, I think, every day. Stories are how we connect to people. They're how we relate, they're how we make sense of ourselves and the world around us. I remember one of the first times, as we look back on our lives and we had these different moments, and it's only when looking back, we're like, oh, that was a moment. But I remember I was in the minivan with my family.

Kindra Hall:

I grew up in Northern Minnesota. I grew up in Minnesota and then we had a cabin in Northern Minnesota, so we would drive to the cabin on the weekends. My dad was listening to sports on the radio. My mother was trying to read a book complaining that my dad was listening to sports on the radio. I was reading a book, my sister was asleep. My younger sister, she always fell asleep, and my brother was listening on his little cassette Walkman to a tape. We didn't really know what the tape was. I wasn't really paying attention.

Kindra Hall:

But he just kept laughing out loud intermittently throughout the car ride. I'm an older sister, I'm annoyed by this. I'm like, why does this kid keep laughing? Eventually, it just became so

disruptive, which, if laughter can be disruptive, that we took the tape out of his cassette player and put it in the cassette player for the entire van. And it was a tape that was recorded at the National Storytelling Festival, an event that happens the first weekend in October in Jonesborough, Tennessee, where storytellers come, people who all they do is tell stories. It's not with agenda or marketing or for sales, but just to share stories.

Kindra Hall:

Sure enough, that cassette tape started playing, and you had five different people, me, my brother, my sister, my mom and my dad, and we were young and they were old, and we all came to life from very different places, if you think, and I remember the whole car being united listening to these stories. It was one of those moments where you just realize, in the disjointedness of life and work and people and chaos, a story really is a thing that can bring people from all different walks of life. Now, of course, I mean, it was my family. We're similar in many ways. But that is a power that, no matter if you're in a minivan, no matter if you're in a boardroom, no matter if you are in the shower and you are talking to yourself, just in your own head about your stories of who you are and what you're about.

Kindra Hall:

Stories really, I mean, they run the world.

Laura Cox Kaplan:

Yeah. I love what you just stood there because you illustrated the power of a story with a story.

Kindra Hall:

I can't help it. I can't help it. It just is ... Yeah. Yep, there you go. You got me. You caught me.

Laura Cox Kaplan:

I love it. I love it. I'd love for you to talk a little bit about how you got your start. You recognized this power of story, but when did that moment happen when you knew this was going to be something for you and how did you get started?

Kindra Hall:

It was, again, it was a series of moments. I would have these standout experiences that it started when I was very young. I told my first story as an assignment in fifth grade, and again, watched everybody, like I could hold them in the palm of my hand as I was telling them stories. I studied storytelling in college and for my master's thesis, examining the role of stories in organizational culture, like how it, and this was even before culture was such a big, an important word, or it was, but I feel like it's only gained more importance in the meantime, but watching, within an organization, how stories shape the understanding of who we are and what we do.

Kindra Hall:

At the same time, I grew up going to, after we heard that cassette tape of the National Storytelling Festival, I started attending the festival. I entered a competition where the prize was, you got to tell at this Storytelling Festival. Then I started going to storytelling conferences and more festivals and really seeing, and I think that's a big difference between myself and ... Because a lot of people now, especially in business, are recognizing and espousing the value of storytelling, but I didn't come to storytelling first from business or marketing. I came first from sitting in tents at the feet of great storytellers.

Kindra Hall:

But I think there are many moments where we realize that, oh, maybe this really is something and the distance between the realization and when it really comes to can be ... There could be a whole lot of space between those two places, but I think that one of the big moments for me was I was in a sales role, in a marketing role, and I had to deliver for my role at the company. I had to deliver a keynote presentation, and it was really my first one, but it wasn't my own. It was mine, but it was in this role. I really spent the majority of that time telling stories.

Kindra Hall:

Here was this motivated, hyper ambitious crowd. And you wonder, you second guess yourself, are they going to listen to the stories? They devoured it. I think that was one of those moments where I thought, maybe more people need to hear about this.

Laura Cox Kaplan:

Yeah. What do you think is the sort of oftentimes missing link? What is it that makes a story really resonate with an audience versus kind of that missing piece? Where do you find that magic? Because I personally, I think it's really hard to tell a good story. I think for a lot of people, yourself in particular, you have a talent and a gift. Part of that is captivating your audience, but it's telling and sharing a message that ties into a key point. But how do you learn to do that? And what is it about this craft of storytelling that sometimes people get wrong?

Kindra Hall:

Well, I think you could even see it right there. If you were to play back these first two responses that I gave, the first one, and I can criticize myself, I know, like I can critique myself, the-

Laura Cox Kaplan:

I think you did great.

Kindra Hall:

The first one — I told the story and I told about the minivan and what we were feeling and what was happening. My guess is, Laura, you were, and the listeners too, you were in a mini ... Were you sitting in the minivan with me?

Laura Cox Kaplan:

For sure.

Kindra Hall:

To answer your question, so that was a story. Then if you were to go back and listen to my response to your second question, when you were asking, when did you really get started? I didn't tell a story. I told maybe a mini, like the beginning of a story where I was giving a keynote at a sales conference, but I didn't ... You probably weren't in the audience with me or on the stage with me, and I talked about that I had these different credentials and this fascination. That's where people go wrong is ... But an average person would say that, that second response I gave was, oh, she was telling her story.

Kindra Hall:

No, I wasn't. I was just telling you about me, but you are not going to remember that answer the same way you remembered my first answer. That's where people miss it, is they don't tell a story. Can I share with you another story?

Laura Cox Kaplan:

Yes, please.

Kindra Hall:

Just last night, I had the opportunity to go see this show on Broadway called Freestyle Love Supreme. Basically, it is a musical improv. It was started by Lin-Manuel Miranda, and they use the audience. You yell out words and then the actors and musicians on stage acted all out. Well, at one point in the show, they call out to the audience and they say, "Give us a word. We need a word of something that you cannot live without, something that just you love, like is a part of your life." Now, this was coupled with a couple exercises before that. They were like, what are the things that are really bothering you right now? And one woman yelled out, pickpockets, which women ... Right? Like what? So, they did this whole skit about pickpockets, which was hilarious and amazing. Yes.

Kindra Hall:

Okay. However, this time it was supposed to be something you can't live without. The audience yelled, things like money, which they thought was funny, chocolate. There was like affection. They started yelling things out. And someone up in the mezzanine, from the back, yelled storytelling. I was there with my girlfriends and they all start elbowing me. I'm like, I have nothing to do with this. Then the actors choose one of the words. So, they could have chosen money, they could have chosen chocolate, but the one woman said, "I'm choosing storytelling." Then she starts ... They make up this song.

Kindra Hall:

There are three actors on stage. The first actor tells a story in musical form. He's wrapping it, about his family being in San Francisco while he's here on Broadway, and how every night, when the show ends, he races to the dressing room because it's earlier there to read his daughters a book over FaceTime. And now they've actually moved to New York, but they're trying to get adjusted and they miss their friends, and this whole ... So, it has ... You're picturing the daughters, you're picturing him backstage reading the book. Then the other two, and so it was just ... I can almost, I could recite it back to you.

Kindra Hall:

The other two did a great job. However, what they said, the first said, I want to hear the stories from my grandparents. I want to be able to tell the stories from where I can from talking about storytelling. Then the third actor, all he just kept saying is, I'm telling my story, this is my story, this is my story. But just saying, you're telling a story, isn't telling a story. Again, that's the difference is, is where people get at it wrong is they think they're telling a story because they say, I am telling a story.

Kindra Hall:

But there is, there's more to it. It needs those. In "Stories that Stick," I talk about the four key components that make a story great. It's having identifiable characters, which in the two story examples that I gave you, my own story in the van and the story of the guy on stage, like you were picturing his daughters, and you're hearing this secondhand from me. I'm barely, I'm trying to remember what he said last night, but I can. So, identifiable characters, authentic emotion. There needs to be real emotion in it, a moment, an opportunity for the listener to see themselves in the story, and then to drive it home very specific details.

Kindra Hall:

Even me describing the cassette tape, the Walkman, you were probably picturing that. The gentleman on stage last night said the title of the book that he was reading to his daughters. Now, I distinctly realize that his daughters are a different age than my kids, because it was a title of a book that I don't know, but other people were laughing about it because they have kids that age and they're all reading that book to their kids. Long answer, but hopefully, that helps to illustrate the biggest missed opportunity.

Laura Cox Kaplan:

Completely. Completely. I think it's the perfect illustration. I absolutely love it. Okay, so this season on She Said/She Said Podcast, we're doing a deep dive into the levers that help us build influence. Storytelling, I think is one of the perfect elements of this idea of how we build influence. But I'd love for you to talk a little bit about how you see that connection between personal influence and storytelling.

Kindra Hall:

I mean, I think that, because stories are programmed into who we are as humans, they are the most powerful, and at the same time when used for good and not lying. Okay, so storytelling is not lying. It's not making things up. But also the most authentic. If you think about the people that you are influenced most by, they are people that you feel like you know, and when we feel like we know someone, we trust them, or we don't, but if it's, let's go down the path of ... We feel like we trust them, we feel like we like them more. We can relate to them. Those are necessary ingredients for influence. In terms of outward influence, storytelling is an obvious choice.

Kindra Hall:

Additionally, I think some of the most, especially for women, the most important people we need to influence are ourselves, and to influence us to take that risk or to move in this direction, or to ... How do we ... Internal influence is equally as important, because if you aren't fully influenced by your own personal power and who you are and what you're here to do of anyone else, how can you ever effectively influence outwardly? I've found the personal influence, the internal influence is a journey or certain just like most things are, but that's what I would say how storytelling is important on those two, very different, but equally as essential levels.

Laura Cox Kaplan:

Yeah. I love that. It obviously takes us into your second book, which is “Choose your story, change your life,” which I want to talk about in a second, but it's a really interesting lead up to that idea of the ... Leading to the stories that we tell ourselves.

Kindra Hall:

Yeah. I think that, and before going, to talk a little bit more about the outward influence as well, because I said the word and I heard myself say it, the word authenticity, which is a big buzzword in business, and one that women are paying very close attention to. We also have vulnerability. How do you show your humanness? I think that again, business is all about people, and instead of ... And the wholeness. So, you will be more equipped to influence people if they have a better sense for the wholeness of you as a person.

Kindra Hall:

The problem is we often edit that wholeness out, and a way to bring it back in our humanness is to be consciously sharing stories. I mean, almost systematically, to be like, oh, this week I have our weekly meeting, I need to make sure that I open it and/or close it with a story, a story about me, a story about something that happened that week, and maybe it ties into the key message of the meeting that week, but really seeing each one of those opportunities as an opportunity to re-inject humanness, which then only leads to more authentic influence.

Laura Cox Kaplan:

Right. I want to state something that I think should be obvious, but that I think often isn't, and it's that your story is not just a story to connect with somebody, even though that's a helpful thing, but it's a story with a purpose.

Kindra Hall:

Yes.

Laura Cox Kaplan:

There's a reason why you're telling the stories that you're telling and it's leading to a point. I think that, that's oftentimes the piece that sometimes misses, that people tell all sorts of stories and you're like, why the heck did they just tell me that story, right?

Kindra Hall:

Yep. Because yes, there are stories that are designed just for connection and then there are the stories that are strategically placed to illustrate a point to encourage and influence a particular behavior. Sometimes, I mean, most times, I find it happens that we will take more action. We are more persuaded by the stories we hear than by the list of logical reasons why we should take this action. And I also think that there's a really cool, it's a technique I like to use a lot, is that story gives you this opportunity to respond, and maybe even direct action, but doing it indirectly, almost like suspending your preferred path forward so that the other person has ownership in making that decision.

Kindra Hall:

You can tell this is unrelated to business, but I had a woman write me on Instagram. I had just taken my family to Hamilton. It was a big goal of ours. It was something very celebratory, especially having survived or continuing to survive the pandemic here in New York City, to be able to take my kids to Broadway to see Hamilton was a very big deal. A woman wrote me and said, "My son has been ... Loves every ... Knows every word, loves the show, like what? His birthday's coming, or his graduation's coming up or something, is this ... It's just so expensive. Is it worth it?"

Kindra Hall:

I don't know how much money, though tickets are obscenely expensive. That's a judgment we all have to make for ourselves. I can't tell her what to do. I think it would make a great gift. Instead I wrote back with a story of a time in high school, someone gifted me tickets to the show that I knew every word to, it was rent. And that I still remember exactly what it looked like, what it felt like to be sitting in that theater when the curtains opened, and it's something I will never forget, and the gratitude is still tip of tongue.

Kindra Hall:

There, right there, I didn't say go the tickets. I was like, I can't tell you whether or not you should buy the tickets. Here's a story. And she was like, "Oh my gosh." And I think she probably went and bought the tickets.

Laura Cox Kaplan:

Oh, I love that. I love that. I love that. I think it's worth it too. But you're right, it is [crosstalk 00:25:40].

Kindra Hall:

There you go.

Laura Cox Kaplan:

I would love for you to talk a little bit about the process that you through, and you mentioned this a couple minutes ago, talking about the importance of reflection as you think about your stories. What's your process for developing stories and thinking sort of thinking through those points and generating that material that you can pull from, what kind of process do you go through for that?

Kindra Hall:

For me, it varies. I am constantly ... Right now, a lot of what I'm doing is watching the stories that are happening right in front of me. You really have two options when it comes to story materials, stories that happened in the past and you remember them or stories that are happening right here in front of you and you notice them. Actually, that story about the show I went to last night, I just remembered it when I woke up and jotted down, Freestyle Love Supreme, two people didn't tell a story, one person did, and I have a little notebook that I just like to keep. I keep my little stories in it.

Kindra Hall:

There's one side of it where it's having stories available. In terms of the story process, I often think about, what is the theme? If I need a particular story for something, what is the message I want to deliver? Then, what is a story I could tell to illustrate that message. So, it's that combination. Remember, it's finding the stories, an event that has ... That there's a moment, that there's characters, that there are emotions. Sometimes it's harder to find than others.

Kindra Hall:

I was actually just trying to find a story just earlier today. I went out to the living room and I said to my husband, "Hey, I need story about this and I'm drawing a blank." Because a lot of times, our stories don't sound like stories to us. They just sound like life, and so we don't see them for ... If that can happen to me as the person who's a professional storyteller, it could certainly happen to you. But I went out to get that outside perspective. I said, what are ... Then he gave

me a few ideas, and it was like, okay, now I can go back and find like specific moments, specific events in my life to use these stories.

Laura Cox Kaplan:

I love that. I think that's great. You also do an amazing job on your Instagram, your Kindra with an I, K-I-N-D-R-A, mhall on Instagram. You do a great job of illustrating this power of story through your Instagram, where you're telling little vignettes with some regularity. I love that. I think that's how I originally found you and then I found Success Stories, but I would urge folks listening to take a look at Kindra's Instagram because it's really terrific. Okay. Let's talk a little bit about building a career as a storyteller.

Laura Cox Kaplan:

I've heard you talk about the fact that when you first thought about making this a career, there were lots of people who second guessed you. Well, is that really a real thing? Is this a real job? How did you deal with that second guessing as you were trying to get your start?

Kindra Hall:

I mean, I don't think second guessing is easy for anyone when you're second guess about something, especially when I was just getting started, I didn't know for sure. I was making it up. I didn't know. It was hard. I remember at the time when these ... I had left my job. My plan was to start this company for storytelling, but I didn't really know what it was going to be or what was going to happen, and then a week after I quit my job, I found out I was pregnant. Of course, we were delighted, but it kind of meant then that my made up job, the baby took all of that brain.

Kindra Hall:

I mean, my son, my first born is brilliant. I think he stole it from me. Now that I think about it, I'm like, you took that, because here I was like, I wasn't working and I was trying to figure out ... So, I went through so many different iterations. Then, when I finally ... Then I had a second child and then I wrote a book of stories. I was trying to find my way. Then I finally decided that I was going to teach people how to do storytelling, and yes, I had friends come and say, who's going to buy that?

Kindra Hall:

What even is that? I think that what I did, and this is something that I recommend to everyone, is I didn't know if it was going to work or not, but I was very aware. So, two things. Number one, in those moments of self-doubt, I would go back and very consciously look at my life and pull up some of those very key moments that sometimes just get lost in the ... They aren't key unless you identify them or peg them or choose them as key stories.

Kindra Hall:

But the time that I told a story on a whim for a talent show for the Minnesota State Fair Talent Show and ended up making it to the final round, and was telling a fairy tale to 15,000 people, and got second place because I went a little over time, and I do that from time to time. Or that my boss at the Outback Steakhouse, when I was in college, he was just this hotheaded Costa Rican guy, found out that I did this storytelling thing, and then he would have me tell stories to his key guests, which were the movers and shakers of Fargo, North Dakota, because the Outback Steakhouse was the fanciest restaurant there was.

Kindra Hall:

He would have me go to the tables while I was ... Have somebody else bring the diet Coke to my table and have me tell stories in the Outback. There have been time after time, after time of happenings in my life, and I think anybody, if you were to look back over the course of your life and look for these and see them as stories, that it was like, this was destined to be, like this is, and I'm a big believer in destiny and trying to find your way there.

Kindra Hall:

These were the, in the new book, I call them the bricks on my yellow brick road to whatever this Emerald City was for me. So, I would tell myself these stories of ... Listen, I don't know how much farther I have to go to the Emerald City. I'm not even really sure what it looks like, or who's there, how to get in. But I have these that are showing me that this is the path I'm supposed to be on. That was a key thing. I think that's really important anytime you're facing self-doubt or you're trying to build confidence, kind of like Dorothy in her shoes. It's in you already. You just have to choose to see it or that.

Kindra Hall:

Then the second thing that I feel like I've always been pretty good at, we all have our moments, I mean, 2020 being one of them is understanding these pauses, these questions, these, is that really going to work as the middle of the story. What if you did just stop reading in the middle and you're like, I don't know how that's going to ... Don't you don't you want to see? And yeah, the middle is the part where you want to see what happens next.

Laura Cox Kaplan:

Yeah. And just being willing to, to put faith in yourself, and in these moments, that's really ... It's really great advice.

Your second book is coming out in January of 2022. We talked a little bit about that at the beginning of the conversation, but I'd love for you to talk about, why did you decide to write this second book?

Kindra Hall:

Yeah.

Laura Cox Kaplan:

I have to say I'm really excited to read it. I've been reading the little excerpts, but I'm really looking forward to reading it because it taps into something we talk about on this podcast a lot, which is a version of this idea of mindset, right?

Kindra Hall:

Absolutely.

Laura Cox Kaplan:

In your case, it's the stories you tell yourself, but it's also, it's the mindset that you're approaching the experiences that you're having with. Talk about why this book, when was that moment where you're like, okay, this is the book I have to write next?

Kindra Hall:

It's funny that you ask, because the book I planned to write next, that seemed like a very natural progression as I had released stories that stick. When you're a writer, you start thinking about what's next. I kind of, my thought was that I would write stories that stick, but like the leader, more in-depth on leadership, or even women, and how women, professional women can use stories. That's what logically made the most sense. But I started to notice, even when I was on stage or when I was posting on Instagram, or whenever I would talk about this idea of watching the stories I'm telling myself, or making different choices is in what stories I tell to help get me through a particular barrier or a limiting belief, that those were the messages that lit up.

Kindra Hall:

I would get all the response to it, and people started ... So, it was a little bit risky from a publishing standpoint, if I'm completely honest. I'm an author, I went in to have like a conversation with my publisher, hoping that they would sign me again, but it seemed like it is a slight deviation. It still is storytelling, but it's more personal development. Of course, the stories we tell ourselves definitely impact our careers and our professional lives. But they too, were like, this is exactly ... This was before 2020. They were like, no, this is the book that needs to be written. Now, of course, the challenge with that was, is I had been using it myself, this method. Helping my friends through it, my family, but I had a lot of catching up to do in terms of having a book ready.

Kindra Hall:

I felt there was a lot of self doubt, a lot of imposter ... Which let me tell you, it is really, it adds a little extra kick to it when your book deals a lot with the stories you tell yourself, and self-doubt, and imposter syndrome, and thinking the things that you said that you can't, and you're struggling with all of those things as you're writing a book about ... So, it was very ... I mean, I'm

exhausted. I will say that ... But yeah, I think it was really, it was the book that seemed ... It wasn't the book I was planning to write, but I think it was the book that needed to be read.

Laura Cox Kaplan:

Okay. Last one. Single piece of advice, life hack, or mantra, maybe it's something that you wish you could tell 24-year-old Kindra, or maybe it's a life hack that you especially like, or it's a mantra that you tell yourself, what would be yours?

Kindra Hall:

Mine is definitely, and it sounds cliché, but go with me here, it's to be you. In so many different ... When you're the storyteller, that doesn't make any sense to people. When you're a really enthusiastic person in a world that everyone wants you to be muted. I remember, even back at the beginning of my, as I was hoping to become a keynote speaker, watching videos of other speakers to see what they were doing, and of course, it was usually videos of men because there weren't that many female keynote speakers.

Kindra Hall:

Even the way they moved across the stage, I was like, how do they move like that? And I'm like, oh, because they're in loafers, and I feel most powerful in heels. But when I was trying to ... I mean, success leaves clues. So, it's to watch others and gather and gather that information. But what I've learned time and time again is, while there may be clues from other people, I still have to be me. Even if it doesn't make any sense to anyone else, I have to be me. Now I've gotten pretty good at it. I'm like, this is me. I'm pretty good at that. But at 24, I would tell my 24-year-old self because she needed to hear it.

Laura Cox Kaplan:

Yeah. I love that. What a perfect answer and a perfect way to end this great conversation. I've so enjoyed getting to know you. Thank you so much.

Kindra Hall:

Oh, thank you so much for your great questions and this. Thank you so much [crosstalk 00:58:59].

Laura Cox Kaplan:

Thank you. I really, really appreciate it.

Laura Cox Kaplan:

What's so amazing about Kindra's message is that storytelling is available to each and every one of us. The stories she told in our conversations so perfectly illustrated her points. They were relatable and based on real world experiences. Undoubtedly, Kindra has an incredible gift for

finding those stories and for weaving in the lessons and messages that she wants to impart. But I hope you found her advice and best practices for how to do so in your own storytelling to be helpful and a good investment of your time.

Laura Cox Kaplan:

Friend, I hope you enjoyed this repackaged episode with Kindra Hall. You can find the complete unedited episode on my website at she said/she said podcast .com or wherever you listen to podcasts.

I would love to hear what you thought of this episode. You can send me an email via the contact link on the website at shesaidshesaidpodcast.com, or message me on Instagram, Facebook or LinkedIn. I'm @LauraCoxKaplan. I'd truly love to hear from you. Until next time, take care.

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