



Chief Storyteller BJ Harris

St. John, United States Virgin Islands

Do you consider yourself to be an epic storyteller? If so, why?

Growing up skippering boats and selling real estate on a tiny island in the Caribbean has provided an endless supply of stories to tell.

What elements do you believe make a great story? For example, authenticity, real-life experiences, living in the moment.

A great story needs to be unique but relevant to the listeners. It needs to touch their hearts and offer a message, preferably of hope.

A great story is a way to share experiences and enable people to better understand each other. A great story needs to have a large dose of humor. And a great story shouldn't be too long!



How has storytelling benefited you, your business, or your association?

No matter where I am, or who I'm with, being able to tell stories has always helped people feel more comfortable together. It's a great way to break the ice, self-deprecation comes in handy, so people don't feel intimidated or shy.

Being able to strike up a conversation with anyone anywhere has made my life more interesting and my business more successful. It's helped both my local and state associations bring new volunteers into leadership positions and maintained tremendous diversity throughout.