

[PDF] Whoever Tells The Best Story Wins: How To Use Your Own Stories To Communicate With Power And Impact

Annette Simmons - pdf download free book

Books Details:

Title: Whoever Tells the Best Story

Author: Annette Simmons

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Description:

Review

"...a worthwhile guide[...]storytelling is touted as a secret to effective leadership yet most of us are uncertain where to start."

-*The Globe and Mail* (Toronto)

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(function(a){if(document.ue_backdetect&&document.ue_backdetect.ue_back){a.ue.bfini=document.ue_backdetect.ue_back.value}if(a.uet){a.uet("be")}if(a.onLdEnd){if(window.addEventListener){window.addEventListener("load",a.onLdEnd,false)}else{if(window.attachEvent){window.attachEvent("onload",a.onLdEnd)}}}if(a.ueh){a.ueh(0,window,"load",a.onLd,1)}})(ue_csm);
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Once upon a time, story was banished from business. Then Annette Simmons came along to show us the error of our ways. This book is a smart, practical guide to tapping the power of narrative to improve your business and your life."

--Daniel H. Pink, author of A WHOLE NEW MIND

"...reading it conveys the invaluable message that powerful presentations create, whether to the board chair, PTA or a class of high school juniors, when told through a good story."

-- The School Administrator

"It is superb and will be one of my best of the year."

-- The CEO Refresher

"Simmons is an enjoyable communicator, whether she is describing parts of the human brain or sharing an embarrassing moment...offers...professionals...help finding their voice or who need to create a voice for their organizations."

-- Technical Communiation

"...straightforward and easy to read...offers a profound insight into why presentations succeed or fail and a very concrete approach to generating more effective presentations...strongly recommend this book."

Business Process Trends

"...conveys the invaluable message that powerful presentations create..." -- The School Administrator

“...strongly recommend this book to adult educators of all types. Although it targets trainers, the concepts and techniques...can be applied in many settings.” – Adult Learning Magazine

Book Description

Most people have been conditioned to believe that business communication must be clear, rational, and objective, with no place for emotion or subjective thinking. Yet the most powerful, persuasive communication has a human element...often delivered simply and personally through the telling of stories.

This book shows readers how to use personal stories to get their ideas across and create meaningful connections between themselves and their audience. Moving beyond the usual speech-openers or ice-breakers, the book gives readers a process for finding, developing, and using their own stories, including how to:

* gain people's trust * use six different kinds of stories * shift from everyday thinking into story thinking * help shape group decisions and actions.

Filled with enlightening anecdotes, this practical guide gives readers the tools they need to persuade, inspire, and influence others through the power of story.

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