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Business Storytelling is by far one of the best books I have read on storytelling. Stories are no longer add on but core to many forms of business presentation. Storytelling for Dummies is your bible. Dietz and Silverman break down everything you need to know about narrative and story structure and giving ample examples.

*Business Storytelling for Dummies: Amazon.co.uk: Dietz ...*  
Business Storytelling For Dummies empowers you to do this -- and more. Learn how to harness the power of a good story to influence prospects, customers, colleagues, team members, sponsors, and funders. Use stories to tap into their imaginations and translate sterile facts and stagnant case studies into exciting concepts they can identify with.

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Part of Business Storytelling For Dummies Cheat Sheet If you want to develop and deliver a memorable story to your business audience — whether your listeners be employees, stockholders, or customers — you need to consider how to shape your storytelling. Here are some ways in which you might build your business story for maximum impact.

*11 Story Structures for Business Storytelling - dummies*  
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Business Storytelling For Dummies. Author: Karen Dietz, Lori L. Silverman. Print, 384 pages, December 2013. ISBN: 978-1-118-66121-5.

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Business Storytelling for Dummies is a great, information packed tool for improving your writing for work or business. The authors aim to help you improve the writing skills you use in business, both by showing usable writing steps and showing how smart, targeted writing can create a true



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difference in work quality, productivity, and so much more.

*Business Storytelling for Dummies by Karen Deitz*

Business storytelling and fundraising pair up naturally. You should know about four unique twists and turns when working with stories to raise funds. (And you thought this was going to be easy. Ha!) Dig into these storytelling methods: Spark desired emotions in others Emotion plays a large role in stories. The words motivation and emotion [...]

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Business Storytelling For Dummies empowers you to do this — and more. Learn how to harness the power of a good story to influence prospects, customers, colleagues, team

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members, sponsors, and funders.

*Amazon.com: Business Storytelling For Dummies eBook: Dietz ...*

In the most comprehensive how-to book to hit the market, *Business Storytelling for Dummies*, authors Karen Dietz, PhD and Lori L. Silverman provide an easy to use, step-by-step guide to finding, listening to, capturing, and crafting compelling stories from customers, consumers, front-line staff, leaders, vendors, and funders. You'll also get practical tips and advice on how to tell stories that hit the mark every time, whether orally or through social media.

*Business Storytelling for Dummies Lori Silverman | Say It ...*

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*Business Storytelling For Dummies: Karen Dietz, PhD, Lori ...*  
The Complete MBA For Dummies, 2nd Edition, is the practical, plain-English guide that covers all the basics of a top-notch MBA program, helping you to navigate today's most innovative business strategies. From management to entrepreneurship to strategic planning, you'll understand the hottest trends and get the latest techniques for motivating employees, building global partnerships, managing risk, and manufacturing.

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*Business Storytelling for Dummies Audiobook | Karen Dietz ...*  
Business Storytelling For Dummies by Dietz, Karen at AbeBooks.co.uk - ISBN 10: 1118661214 - ISBN 13: 9781118661215 - For Dummies - 2013 - Softcover

*9781118661215: Business Storytelling For Dummies ...*  
You most often see stories used to entertain – Hollywood often uses a narrow selection of story structures that would also be useful for your business stories. As you become familiar with these three story structures, reflect on how they fit with your professional and personal experiences.

*Hollywood-Focused Story Structures for Business Storytelling*  
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Use storytelling to influence people and move them to action  
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Learn how to harness the power of a good story to influence prospects, customers, colleagues, team members, sponsors, and funders. With storytelling, you can tap into their imaginations and translate sterile facts and stagnant case studies into exciting concepts they can identify with.

A practical, easy-to-use guide to transform business communications into memorable narratives that drive conversations—and your career—forward In *Everyday Business Storytelling: Create, Simplify, and Adapt A Visual Narrative for Any Audience*, visual storytelling experts Janine Kurnoff and Lee Lazarus leverage decades of experience helping executives at the world's top brands—including Facebook,

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Nestle, Accenture, and Marriot—bring clarity and meaning to their business communications. Whether you're building a presentation, crafting a high-stakes email, or need to influence decisions in your next meeting with an executive, *Everyday Business Storytelling* offers an insightful exploration of how to develop compelling business narratives. You'll discover how to use a simple, repeatable framework to choreograph your ideas, data, and insights into an authentic, persuasive story. You'll also find clever visual techniques to help humanize your stories and build an emotional connection with your audience. Just a few of the things you'll learn include: The science behind why storytelling is the most effective way to trigger emotion in an audience and how to craft a business narrative that makes your ideas engaging



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The four signposts of storytelling and how to identify and weave in your BIG idea to capture attention How to craft expert headlines that guide your audience and advance your story Everyday Business Storytelling is an indispensable guide to making your communications stick in the minds of your audience and drive change. If you're a busy, talented businessperson responsible for presentations, one-pagers, emails, or virtual meetings, this book is for you.

Storytelling can be a lifelong and life sustaining habit of mind, a personal inheritance that connects us to our communities. It can also serve as an organizational inheritance—a management tool that helps businesses to develop and thrive. For more than a decade, award-winning author Janis

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Forman has been helping executives to tell stories in service of their organizational objectives. In *Storytelling in Business: The Authentic and Fluent Organization*, she teaches readers everywhere how the craft of storytelling can help them to achieve their professional goals. Focusing on the role of storytelling at the enterprise level, this book provides a research-driven framework for engaging in organizational storytelling. Forman presents original cases from Chevron, FedEx, Phillips, and Schering-Plough. Organizations like those featured in the book can make use of storytelling for good purposes, such as making sense of their strategy, communicating it, and developing or strengthening culture and brand. These uses of storytelling generate positive consequences that can have a sustained and significant

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impact on an organization. While large firms employ teams of digital and communication professionals, there's much that any of us can extrapolate from their experience to create stories to further our own objectives. To show the reach of storytelling, Forman conducted 140 interviews with professionals ranging from CEOs in small and thriving firms, to corporate communication and digital media experts, to filmmakers—arguably the world experts in visual storytelling. She draws out specific lessons learned, and shows how to employ the road-tested strategies demonstrated by these leaders. Although this book focuses on storytelling in the context of business, Forman takes inspiration from narratives in literature and film, philosophical and social thought, and relevant concepts from a variety of other disciplines to instruct

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the reader on how to develop truly authentic and meaningful tales to drive success. A final chapter brings readers back to square one: the development of their own "signature story." This book is a pioneering work that guides us beyond the pressure and noise of daily organizational life to influence people in a sustained, powerful way. It teaches us to be fluent storytellers who succeed by mastering this vital skill.

People forget facts, but they never forget a good story. Unfortunately it's never that simple, though. Because for most, there's nothing easy about crafting a memorable story, let alone linking it to professional goals. But material for stories and anecdotes that can be used for your professional success surround you! Let the Story Do the Work shows you

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how to mine your experience for simple narratives that will achieve your goals. You can learn to:

- Capture attention
- Engage your audience
- Change minds
- Inspire action
- Pitch persuasively
- And more!

When you find the perfect hook, structure your story according to its strengths, and deliver it at the right time in the right way, you'll see firsthand how easy it is to turn everyday communications into opportunities to connect, gain buy-in, and build lasting relationships.

Learn the science and master the art of telling a great story. *Stories for Work* walks you through the science of storytelling, revealing the secrets behind great storytellers and showing you how to master the art of storytelling in business. Stories hold a unique place in our psyche, and the right story at the

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right time can be a game-changer in business; whether tragedy, triumph, tension or transition, a good story can captivate the listener and help you achieve your goals. In this book, author Gabrielle Dolan draws from a decade of training business leaders in storytelling to show you what works, why it works, when it works best and what never works. You'll learn how to create your own stories — authentically yours, crafted to attain your goal — and develop an instinct for sharing when the time is right. In-depth case studies feature real-world people in real-world businesses, showing how storytelling has changed the way they work, motivate and lead — providing clear examples of the power of this enormously effective skill. Storytelling gives you an edge. Whether you're after a promotion, a difficult client, a big sale

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or leading through transition, a great story can help you smooth the road and seal the deal. This book is your personal coach for masterful storytelling, with expert guidance and lessons learned from real-world business leaders. Learn why storytelling grabs attention and helps your message get through Master the four types of stories used in business settings Infuse your stories with the personal to highlight your vision and values Craft a selection of stories to pull out at pivotal business moments The oral tradition has ancient roots that unite all humans, and despite our myriad modern distractions, we still respond to a well-told story. Stories for Work helps you put this dynamic to work for you in any business scenario.

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Don't simply show your data—tell a story with it! Storytelling with Data teaches you the fundamentals of data visualization and how to communicate effectively with data. You'll discover the power of storytelling and the way to make data a pivotal point in your story. The lessons in this illuminative text are grounded in theory, but made accessible through numerous real-world examples—ready for immediate application to your next graph or presentation. Storytelling is not an inherent skill, especially when it comes to data visualization, and the tools at our disposal don't make it any easier. This book demonstrates how to go beyond conventional tools to reach the root of your data, and how to use your data to create an engaging, informative, compelling story. Specifically, you'll learn how to: Understand the importance of context and



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audience Determine the appropriate type of graph for your situation Recognize and eliminate the clutter clouding your information Direct your audience's attention to the most important parts of your data Think like a designer and utilize concepts of design in data visualization Leverage the power of storytelling to help your message resonate with your audience Together, the lessons in this book will help you turn your data into high impact visual stories that stick with your audience. Rid your world of ineffective graphs, one exploding 3D pie chart at a time. There is a story in your data—Storytelling with Data will give you the skills and power to tell it!

Business storytelling is the new superpower of the 21st

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century - the fuel that drives compelling results. The authentic, well-told story will always wow and you can learn how.

Wall Street Journal & USA Today Bestseller The moment you take control of your stories, you take control of your business and your life. You keep hearing how story is the latest-and-greatest business tool, and that storytelling can do everything—from helping leaders better communicate to motivating sales teams and winning customers away from competitors. But what stories do you need to tell? And how do you tell them? In *Stories That Stick*, Kindra Hall,

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professional storyteller and nationally-known speaker, reveals the four unique stories you can use to differentiate, captivate, and elevate: the Value Story, to convince customers they need what you provide; the Founder Story, to persuade investors and customers your organization is worth the investment; the Purpose Story, to align and inspire your employees and internal customers; and the Customer Story, to allow those who use your product or service to share their authentic experiences with others. Telling these stories well is a simple, accessible skill anyone can develop. With case studies, company profiles, and anecdotes backed with original research, Hall presents storytelling as the underutilized talent that separates the good from the best in business. She offers specific, actionable steps readers can

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take to find, craft, and leverage the stories they already have and simply aren't telling. Every person, every organization has at least four stories at their disposal. Will you tell yours?

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