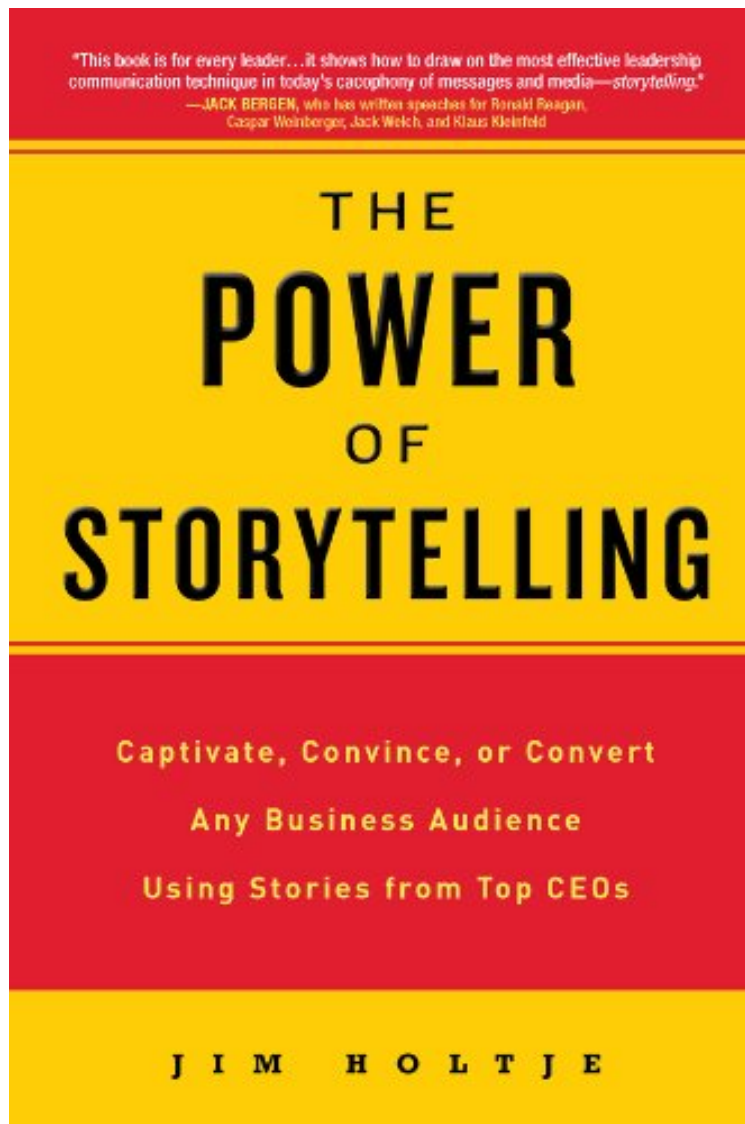


(Download free pdf) The Power of Storytelling: Captivate, Convince, or Convert Any Business Audience Using Stories from Top CEOs

# The Power of Storytelling: Captivate, Convince, or Convert Any Business Audience Using Stories from Top CEOs

*Jim Holtje*

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**Jim Holtje : The Power of Storytelling: Captivate, Convince, or Convert Any Business Audience Using Stories from Top CEOs** before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Power of Storytelling: Captivate, Convince, or Convert Any Business Audience Using Stories from Top CEOs:

2 of 2 people found the following review helpful. Command attention, create an attentive environment, or just enjoy! By Customer Opening a meeting or presentation with a story to grab your audience's attention becomes easy

with *The Power of Storytelling*. I ordered a copy of this book on after being curious of what Top CEOs have to say. I received the book today and have already looked at a number of fascinating stories from leaders such as Jack Welch (GE), Meg Whitman (eBay), and Steve Jobs (Apple). Not only are the stories inspiring, but many provide a seldom seen glimpse into the early careers and personal lives of these well known successes. Jim Holtje keeps the stories short, to the point, and well organized. The end result is a handy tool that any public speaker can put to use for years to come. Or, if you are just fascinated by real life lessons from influential individuals this collection is a classic! 1 of 1 people found the following review helpful. Boring. Somewhat presumptuous if one were to use some ...By Jean Perkins A self help book of stories for those who have to speak to business audiences. Boring. Somewhat presumptuous if one were to use some of the stories as suggested. Great disappointment. 1 of 1 people found the following review helpful. Helpful book for business communications; good business story examples By Kenneth Calhoun The "Power of Storytelling" is a useful book because the author shows a variety of different business stories, and explains how to use this approach in one's own personal communications. Ideal for business speakers, teachers, managers and others who rely upon communications to make key points and be listened to. One thing I like about this book is that the author includes a variety of story references from a wide spectrum of business situations, making it a useful reference for those of us who need to make compelling, interesting talks. I'm looking forward to applying some of the techniques to my own presentations (which could benefit from having interesting stories to help counterbalance the content, to help illustrate the technical/financial points I make during my presentations). Thanks - good job on this.

A guide to crafting unforgettable, attention-grabbing business communications—from speeches and letters to business plans—using stories from the world's top business leaders. The world's foremost business leaders are also great storytellers. For example, industry titan Jack Welch has told how his mother instilled enough tough love and confidence in him to overcome the fact that he was the shortest kid in his class and had a severe stutter. Jeff Bezos, the founder of Amazon.com, often tells a story of setting up the company's first office in a converted garage. *The Power of Storytelling* collects the best of these stories, which readers can use to strengthen their own communication. It's an easy-to-use reference for anyone who needs to lead, inspire, and motivate an audience in a business setting, whether they're writing speeches, pep talks, interview talking points, employee letters, or Op-Eds. With anecdotes from Bill Gates, Sam Walton, Ted Turner, Steve Jobs, and many more, this is an inspiring and immensely useful tool.

"This book is a must for anyone who writes or delivers speeches. Jim's techniques bring results that are instant and dramatic." Virgil Scudder Virgil Scudder, CEO speech coach Virgil Scudder Associates, Inc. "Thanks to Jim for an indispensable resource for leaders who aim to make a lasting impact with their words." Dana Rubin Director, New York Speechwriters Roundtable "Executives who know how to tell effective business stories will influence audiences, motivate employees, and get good media attention. All executives need to master this communication skill. The wisest of executives will turn to this book to learn how." Joan Detz Author of *How To Write Give A Speech* "When I picked up the book, I looked first for stories of CEOs I know or feel I know. The stories ring true, as does Jim's expert advice on putting the stories to use." Frank Ovaitt President and CEO Institute for Public Relations "This is the strategic playbook for today's leaders who must use the power of story to inspire and lead greatly." David Morey Vice Chairman, Core Strategy Group Award-Winning Author, *The Underdog Advantage* "More and more we find that communications impact goes up exponentially when we use stories to illustrate the point, even in the B2B environment. This book is a wonderful resource for inspiring, engaging and insightful stories that can be used to great effect both in or outside the workplace." Greg Gibbons Head of Communications, Infrastructure Cities Sector Siemens AG "Bravo, Jim Holtje, for reminding data-driven CEOs and communications professionals that a personal anecdote, a fable, a parable or a case history well told is always more humanizing and powerfully persuasive than an eye-glazing recitation of facts." Michael Morley Former President, Edelman International; adjunct professor, NYU; author of *The Global Corporate Brand Book* "The Power of Storytelling is fresh, entertaining, and most of all, useful. The anecdotes in *Storytelling* demonstrate how stories can best be told - but at the same time they also provide quick, powerful lessons in management, leadership, motivation, and human nature that can be put to practical use in any organization." William M. Murray President COO Public Relations Society of America (PRSA) "Holtje understands that telling a good tale means delivering the satisfaction of authenticity. This book is not only a little vault of anecdotal business gems, it is an arsenal of high-powered narrative artillery that every savvy businessperson should command. The book is a pleasure and a revelation." Jack Griffin Author of *How to Say It at Work and How to Say It for First-Time Managers* From the Author This was my sixth book and a particularly one fun to write. We're all storytellers. I hope this book can help your work. It might even be an inspiration to you. Either way, enjoy! Jim Holtje December 2011 New York City From the Back Cover We are all hardwired to tell and respond to stories--and the most successful business leaders are often able to move, motivate and mold employees, investors and the general public alike because they are great storytellers. Industry titan Steve Jobs tells of what it was like being fired from the company he founded and how the experience made his comeback even stronger. Meg

Whitman, former CEO of eBay, tells of successfully navigating the male world of business by taking the high road.  
Facebook founder Mark Zuckerberg tells of how he used social networking to pass an exam he was about to fail at Harvard.