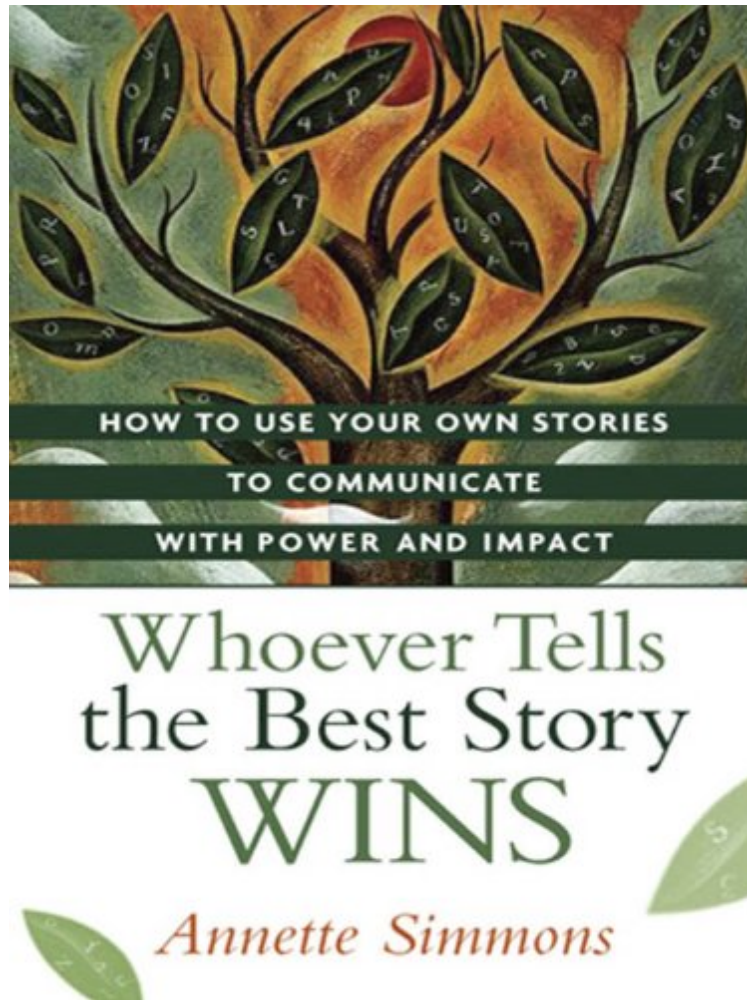


[Free read ebook] Whoever Tells the Best Story Wins: How to Use Your Own Stories to Communicate with Power and Impact

Whoever Tells the Best Story Wins: How to Use Your Own Stories to Communicate with Power and Impact

Annette Simmons

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Annette Simmons : Whoever Tells the Best Story Wins: How to Use Your Own Stories to Communicate with Power and Impact before purchasing it in order to gage whether or not it would be worth my time, and all praised Whoever Tells the Best Story Wins: How to Use Your Own Stories to Communicate with Power and Impact:

3 of 3 people found the following review helpful. The story as a tool to influenceBy Frank S. HouleThis book is an excellent resource for anyone who is a public speaker, teacher, leader, or manager. People are strongly influenced and persuaded by stories. The most published book in the world is filled with wonderful stories that have persuaded people to achieve great things and act in great ways. Those stories were likely spread through oral tradition before being recorded into the book or collection of books that we know as the bible. I have spent many years as both a public speaker, instructor, and leader/manager. I discovered the truth of Annette Simmons' book through real world

experiences. Sometimes I failed and sometimes I was successful. After reading Annette's book I realized that my success or failure often hinged on how well I used stories to make critical points. There is something about a story that draws a person's attention but a story well told commands attention. Annette does a great job explaining the why and how of this truth. For those interested in further study the University of North Texas offers a Graduate Certificate in Storytelling. The certificate can be achieved online. 6 of 6 people found the following review helpful. Amazingly Useful By David Shores I teach electronics at a Technical College. The author's suggestions for engaging my audience have been amazingly useful. Effective teaching includes the ability to toggle back and forth between objective and subjective stories. The same types of stories help us motivate ourselves and deepen our personal relationships with our friends and families. This is an awesome book! 2 of 2 people found the following review helpful. Presentors must read By Karen M. White Writers must present compelling information. As important, the information and writer/presenter must be authentic and memorable. 'Whoever Tells the Best Story Wins' shows us how to weave storytelling into a regular practice. If you have a prepared elevator speech, you too should have a repertoire of stories to help your audience relate and remember! Good read; a must for presenters.

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.

"...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) From the Inside Flap Most of us have been conditioned to believe that business communication must be clear, rational, and objective, with no place for emotion or subjective thinking. But great communicators know that the best way to inspire, motivate, and persuade others is to infuse a human element into discussions through the simple telling of stories. Stories help people feel acknowledged, connected, and less alone. Your stories help them feel more alive. To realize the power of stories is both an incredible opportunity and an awesome responsibility. Filled with enlightening anecdotes and practical guidance, *Whoever Tells the Best Story Wins* helps you to understand and use that power. You will be able to craft your own personal experiences into stories that will build consensus, win others over to your point of view, and enable better group decision making. The book gives you a process for finding, developing, and using your own stories effectively. You'll learn how to craft specific, intentional messages that get your ideas across using universal story structures, including: Who-I-Am Stories; What qualities earn you the right to influence someone? People need to know who you are before they can trust you, so get personal. Reveal who you are, as a person, by telling a story about a time, place, or event that reveals that you have the qualities your audience seeks. Teaching Stories; Certain lessons are best learned from experience; some of them over and over again during a lifetime. Telling a story that creates a shared experience will change behavior much better than offering advice. Vision Stories; The prospect of a worthy, exciting future can help to reframe present difficulties as "worth it," turning seemingly huge obstacles into small irritants on the path to a worthwhile goal. Values-in-Action Stories; Values are subjective. To some, integrity means doing what their boss tells them to do. To others, it means saying no, even if it costs them their job. If you want to encourage a value, tell a story that illustrates in action what that value means in action. I-Know-What-You-Are-Thinking Stories; Sometimes, people have already made up their mind about the ideas you're trying to get across. It is a valuable trust-building surprise for you to share their secret suspicions in a story that first validates and then dispels their objections without sounding defensive. People float in an ocean of data and disconnected facts that can often overwhelm them with choices. In this ocean of choice, a meaningful story can feel like a life preserver that tethers us to something safe and important; at the very least, to a trace of humanity that proves there is a "you" communicating with them, whether the "you" is yourself or an organization you represent. This important book helps you lay the groundwork for using story as a credible tool to connect with your audience, and create a meaning more powerful than mere facts could ever do. Annette Simmons is president of Group Process Consulting, whose clients include NASA, the IRS, and Microsoft. She has been featured on *CNBC's Power Lunch* and *NPR's Market Watch*, and has been quoted in *Fortune*, *The Washington Post*, and other publications. She is the author of several books, including *The Story Factor*. She lives in Greensboro, North Carolina. From the Back Cover The missing ingredient in most failed communication is humanity. Yet the sense of human presence in communication is frequently elbowed out by dry "criteria" that obscures the real goal: establishing a true connection with your audience. *Whoever Tells the Best Story Wins* shows you how to use your own personal stories to get your

ideas across and establish the kind of shared experience that will result in agreement. By adding an element of subjective thinking to your repertoire, you'll discover how to: gain people's trust; command attention; shift from everyday thinking into story thinking; amplify the points you're trying to make; manage the different interpretations that might be drawn from your objective data; help shape group decisions and actions; tell the six fundamental types of story. Filled with enlightening anecdotes, this practical guide gives you the tools you need to persuade, inspire, and influence others simply by doing something you already do every day: opening yourself up to the power of story. "It's not as hard as you think! Annette Simmons lays out the storytelling agenda in clear, simple steps. You can (and you must) tell a story if you expect to succeed as a marketer. This book ought to help." —Seth Godin, author, *All Marketers Are Liars* "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* "Storytelling is a critical leadership skill, but one that even the most talented managers neglect. In *Whoever Tells the Best Story Wins*, Annette Simmons tells us why we must all learn to tell a good story, and guides us through simple steps to master this important craft. If you seek to communicate with greater impact and conviction, this book is for you." —Herminia Ibarra, The INSEAD Chaired Professor of Organizational Behavior