

# Whats Your Story Using Stories To Ignite Performance And Be More Successful

From the author of Exhalation, an award-winning short story collection that blends "absorbing storytelling with meditations on the universe, being, time and space ... raises questions about the nature of reality and what it is to be human" (The New York Times). Stories of Your Life and Others delivers dual delights of the very, very strange and the heartbreakingly familiar, often presenting characters who must confront sudden change—the inevitable rise of automatons or the appearance of aliens—with some sense of normalcy. With

*Page 1/68*

sharp intelligence and humor, Chiang examines what it means to be alive in a world marked by uncertainty, but also by beauty and wonder. An award-winning collection from one of today's most lauded writers, *Stories of Your Life and Others* is a contemporary classic. Includes "Story of Your Life"—the basis for the major motion picture *Arrival*

"What's Your Story?" helps leaders enhance their performance by looking at their everyday communications differently. By learning how to use the right stories at the right time

Success and failure stories

Craig will show how to create strong connections and enhance performance.

How did Sequoyah create a Cherokee alphabet? How did he improve the lives of the Cherokee? *Cub Reporter* interviews him to find out! Learn how Sequoyah overcame adversity in

his childhood, and created the Cherokee alphabet, which helped thousands to become literate. Readers will see how to use interviewing skills and journalistic questions to reveal the story behind a famous American.

People forget facts, but they never forget a good story. Let the Story Do the Work shows how the art of storytelling is key for any business to achieve success. For most, there's nothing easy about crafting a memorable story, let alone linking it to professional goals. However, material for stories and anecdotes that can be used for your professional success already surround you. To get people interested in and convinced by what you are saying, you need to tell an interesting story. As the Founder and Chief Story Facilitator at Leadership Story Lab, a company that helps executives

unlock the persuasive power of storytelling, Esther Choy teaches you how to mine your experience for simple narratives that will achieve your goals. In *Let the Story Do the Work*, you can learn to: Capture attention Engage your audience Change minds Inspire action Pitch persuasively 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.

*The Writer's Guide to Using Brain Science to Hook Readers from the Very First Sentence*

Clarify Your Message So Customers Will Listen

What Will My Story Be?

*Page 4/68*

How to Use Your Own Stories to Communicate with Power  
and Impact

A Journal for Everyday Evolution

Creative Strategies to Develop and Perform Stories that Wow  
an Audience

*This modern classic teaches you to use the art of storytelling to persuade, motivate, and inspire in life and business Anyone seeking to influence others must first know their own story, and how to tell it properly. Whether you're proposing a risky new venture, trying to close a deal, or leading a charge against injustice, you*

Page 5/68

*whats-your-story-using-stories-to-ignite-performance-and-be-more-successful*

have a story to tell. Tell it well and you will create a shared experience with your listeners that can have profound results. In this modern classic, Annette Simmons reminds us that the oldest tool of influence is also the most powerful. Showcasing over a hundred examples of effective storytelling drawn from the front lines of business and government, as well as myths, fables, and parables from around the world, Simmons illustrates how story can be used to persuade, motivate, and inspire in ways that cold facts,

*bullets points, and directives can't. These stories, combined with practical storytelling techniques, show anyone how to become a more effective communicator and achieve their goals.*

*A five-time Moth GrandSLAM winner and bestselling novelist shows how to tell a great story – and why doing so matters. Whether we realize it or not, we are always telling stories. On a first date or job interview, at a sales presentation or therapy appointment, with family or friends, we are constantly narrating*

events and interpreting emotions and actions. In this compelling book, storyteller extraordinaire Matthew Dicks presents wonderfully straightforward and engaging tips and techniques for constructing, telling, and polishing stories that will hold the attention of your audience (no matter how big or small). He shows that anyone can learn to be an appealing storyteller, that everyone has something "storyworthy" to express, and, perhaps most important, that the act of creating and telling a tale is a



*powerful way of understanding and enhancing your own life.*

*When did Wilma begin to run? What was the first important race she ever won? Cub Reporter interviews her to find out! Learn how Wilma overcame polio and became the first American woman to win three gold medals at a single Olympic Games. Readers will see how to use interviewing skills and journalistic questions to reveal the story behind a famous American.*

*Champion Your Best Ideas! Every time you communicate, you're trying to do*

*Page 9/68*

something, change something, or move someone to action. You're trying to make a point. But the only way to make a point is to have a point. And the surprising truth is, very few communicators know their points or even understand what a point is, rendering them pointless. Communications expert Joel Schwartzberg says a point is not just a topic, an idea, or a theme. A real point is a proposition of value. It's a contention you can propose, argue, illustrate, and prove. In this concise and practical book, you'll learn to identify

*your point, strengthen it, stick to it, and sell it. Whether you want to improve your impact in speeches, staff meetings, pitches, emails, PowerPoint presentations, or any other communication setting, Schwartzberg's novel approach teaches you how to go from simply sharing a thought to making a difference. Which would you rather do?*

*Engage, Teach, Persuade, and Change Your Life through the Power of Storytelling  
The True Story of People who Answered the Ultimate Question*

*Page 11/68*

*How to tell your story so the world listens.*

*The Story Factor*

*Writing Exercises to Reframe and Transform Your Life*

*The Art of Storytelling for Business Success*

Stories have tremendous power. They can persuade, promote empathy, and provoke action. Better than any other communication tool, stories explain who you are, what you want...and why it

matters. In presentations, department meetings, over lunch—any place you make a case for new customers, more business, or your next big idea—you'll have greater impact if you have a compelling story to relate. Whoever Tells the Best Story Wins will teach you to narrate personal experiences as well as borrowed stories in a way that demonstrates authenticity, builds emotional connections, inspires perseverance, and stimulates the

imagination. Fully updated and more practical than ever, the second edition reveals how to use storytelling to:

- Capture attention
- \* Motivate listeners
- \* Gain trust
- \* Strengthen your argument
- \* Sway decisions
- \* Demonstrate authenticity and encourage transparency
- \* Spark innovation
- \* Manage uncertainty
- \* And more

Complete with examples, a proven storytelling process and techniques, innovative applications, and a new appendix on teaching

storytelling, *Whoever Tells the Best Story Wins* hands you the tools you need to get your message across—and connect successfully with any audience.

“This journal is beautiful. It will help you find your voice and, finally, hold it sacred.” —Cleo Wade, bestselling author of *Heart Talk*

Transformational questions for personal and collective change. In this time of global reckoning, revolution, and reinvention, authors Rebecca Walker and

Lily Diamond invite you to excavate the narratives that have shaped your life and write a new, fulfilling story for the future. Consisting of 150+ questions?designed to be answered in as little as five minutes or as long as a lifetime?What's Your Story?: A Journal for Everyday Evolution is essential for anyone ready to begin living their most authentic, creative, and meaningful life. Explore by area of life: Each chapter invites you to explore a

*Page 16/68*



different part of life as you move through your day?from waking up and encountering your mind, to being in relationship with your body, other people, nature, and technology, to reflecting on community, identity, and mortality. Explore by theme: Five themes, color-coded throughout each chapter, allow you to explore a particular focus from beginning to end: creativity and self-expression; self-care; activism; spirituality; and

*Page 17/68*

grief, loss, and the work of healing. "Finding the voice to know, write, and speak your story can mean the difference between an existence of repressed silence and a life of joyful fulfillment," write the authors. "Our stories have the power to limit or liberate us."

Do you need help telling your story? Do you have a story inside, but you're not sure how to tell it... or if it's even worth telling? Is a tiny little voice

*Page 18/68*

inside telling you to write... but you're not sure you can? Do you want to tell better, more authentic stories... but you're not sure where to start? You're not alone. The Share Your Story workbook is your personal storytelling guide. A professional storyteller and communications expert, Camille knows that your story is worth telling, and sharing. In this heartfelt book, she walks you through a practical and simple road map to help you uncover and

Page 19/68

write your personal stories. This book will help you: - Discover the stories you have to tell. - Turn your personal experiences into signature stories. - Become confident writing, talking about, and sharing your story. The book includes: - Unique writing projects that will help you turn your personal experiences into stories. - A method for working through past hurts and painful subjects in a safe and positive way. - Fun, easy writing activities and

questions to help you think about your own stories in new, creative, and uplifting new ways. - Methods to help you use your story in a positive way -- so you can inspire and help others - A guide to developing your own signature story. This is your chance to tell your story, your way.

Dave LaRue is an international businessman and entrepreneur who owns and leads more than a dozen thriving companies. He also spends a great deal

*Page 21/68*

of time coaching entrepreneurs on how to achieve the same level of success that he is enjoying in life. Experience has taught Dave that life is about decisions. Deciding what your values are, what habits work best for you, and what your true talents are make it possible to ask the right questions, set the right goals, and make the best decisions possible to chart the path to your own success. But while you're on that path, some of the lessons life has

to teach us come from encounters and situations we hadn't sought out or anticipated, and Dave believes that the stories that come to each individual this way can offer each person an invaluable chance to learn who they truly are—and what action must be taken to live their life accordingly. In this book Dave shares the stories that provided him with lessons and inspiration on his way to becoming a successful leader and entrepreneur, and

he encourages the reader to look at their own life as a collection of stories full of priceless lessons and powerful inspiration.

Live to Tell Your Story

A Workbook for the Storyteller in All of Us

A Young Person's Guide to Writing Fiction

The Story Formula

How Your Story Sets You Free

How to Tell a Story

*Page 24/68*



Each night, syndicated radio host Alberto Sardiñas takes phone calls from listeners who look to him as a friend with whom to share their personal stories of uncertainty, sorrow, happiness, and hope. His faithful listeners are confident they will receive the words of encouragement they need to carry on, and the advice they would get from a true friend. In "The Power of Your Story", the author shares 40 of the most compelling, real-life short stories told to him by his listeners as well as intimate experiences of his own.

*Discover the twists and turns these captivating narratives take you on, from stories like "Seven Years of Marriage and Six Years Without Sex" to "Proud to Be the Mistress". Or find out how Sardiñas made the biggest embarrassment of his life in front of a mere 15,000 people. Relationships and infidelity, health and family issues are some of the topics featured. Each chapter is followed by a conclusion that emphasizes the lesson and offers a space for reflection – under "Find the Power of Your Story" – that*

helps people face their life's everyday challenges. "There is nothing more powerful that brings us together than the unforgettable experiences we all have in common," says Sardiñas.

More than half-a-million business leaders have discovered the power of the StoryBrand Framework, created by New York Times best-selling author and marketing expert Donald Miller. And they are making millions. If you use the wrong words to talk about your product, nobody will buy it. Marketers and business owners struggle

to effectively connect with their customers, costing them and their companies millions in lost revenue. In a world filled with constant, on-demand distractions, it has become near-impossible for business owners to effectively cut through the noise to reach their customers, something Donald Miller knows first-hand. In this book, he shares the proven system he has created to help you engage and truly influence customers. The StoryBrand process is a proven solution to the struggle business leaders

face when talking about their companies. Without a clear, distinct message, customers will not understand what you can do for them and are unwilling to engage, causing you to lose potential sales, opportunities for customer engagement, and much more. In *Building a StoryBrand*, Donald Miller teaches marketers and business owners to use the seven universal elements of powerful stories to dramatically improve how they connect with customers and grow their businesses. His proven process has helped thousands of

companies engage with their existing customers, giving them the ultimate competitive advantage. Building a StoryBrand does this by teaching you: The seven universal story points all humans respond to; The real reason customers make purchases; How to simplify a brand message so people understand it; and How to create the most effective messaging for websites, brochures, and social media. Whether you are the marketing director of a multibillion-dollar company, the owner of a small business, a politician running for

office, or the lead singer of a rock band, *Building a StoryBrand* will forever transform the way you talk about who you are, what you do, and the unique value you bring to your customers.

A comedian and Moth veteran lays out useful tips and tricks for maximizing the impact of your stories—so you can nail it every time Do you ever wish you could tell a story that leaves others spellbound?

Comedian, Upright Citizens Brigade storytelling program founder, and Moth champion Margot Leitman will show you how

*in this practical guide to storytelling. Using a fun, irreverent, and infographic approach, Long Story Short breaks a story into concrete components. From content and structure to emotional impact and delivery, Leitman guides you through the entire storytelling process, providing personal anecdotes, relatable examples, and practical exercises along the way. Using a fun, irreverent, and infographic approach, Long Story Short breaks a story into concrete components. From content and structure to emotional impact and*



delivery, Leitman guides you through the entire storytelling process, providing personal anecdotes, relatable examples, and practical exercises along the way. Master the art of connection and engagement through the power of strategic storytelling. Award-Winning Storyteller and Motivational Speaker, Kelly Swanson, teaches you her Story Formula - a proven blueprint to help you craft strategic stories of impact. This book walks you through the science of story, the six secrets to connection, the three prongs in

*your connection story, the anatomy of a presentation, and the basic structure for story construction. Bonus chapters include storytelling tips on delivery.*

*Building a StoryBrand*

*So What's Your Story?*

*Wired for Story*

*Sharpen Your Message and Make Your Words Matter*

*Storytelling with Data*

*Seeing Your Life Through Gods Eyes*

*We all have a story. How can you live a great one?*

NEW YORK TIMES BESTSELLER • The definitive guide to telling an unforgettable story in any setting, drawing on twenty-five years of experience from the storytelling experts at The Moth “ From toasts to eulogies, from job interviews to social events, this book will help you with ideas, structure, delivery and more. ” —CNN Over the past twenty-five years, the directors of The Moth have worked with people from all walks of life—including astronauts, hairdressers, rock stars, a retired pickpocket, high school students, and Nobel Prize winners—to develop true personal stories that have moved and delighted live audiences and listeners of The Moth ’ s Peabody Award – winning radio hour and

*Page 35/68*

*whats-your-story-using-stories-to-ignite-performance-and-be-more-successful*

podcast. A leader in the modern storytelling movement, The Moth inspires thousands of people around the globe to share their stories each year. Now, with How to Tell a Story, The Moth will help you learn how to uncover and craft your own unique stories, like Moth storytellers Mike Birbiglia, Rosanne Cash, Neil Gaiman, Elizabeth Gilbert, Padma Lakshmi, Darryl “ DMC ” McDaniels, Hasan Minhaj, Tig Notaro, Boots Riley, Betty Reid Soskin, John Turturro, and more. Whether your goal is to make it to the Moth stage, deliver the perfect wedding toast, wow clients at a business dinner, give a moving eulogy, ace a job interview, be a hit at parties, change the world, or simply connect more deeply to

*Page 36/68*

*whats-your-story-using-stories-to-ignite-performance-and-be-more-successful*

those around you, stories are essential. Sharing secrets of The Moth ' s time-honed process and using examples from beloved storytellers, a team of Moth directors will show you how to

- mine your memories for your best stories
- explore structures that will boost the impact of your story
- deliver your stories with confidence
- tailor your stories for any occasion

Filled with empowering, easy-to-follow tips for crafting stories that forge lasting bonds with friends, family, and colleagues alike, this book will help you connect authentically with the world around you and unleash the power of story in your life.

Every life is an unfolding story and how individuals tell their

story matters. Recent Stanford and Columbia University studies showed that how we view the story of our lifeshapes the life itself. Who are the heroes and villains? Where does the plot twist and how are conflicts resolved? Whether we are considering how a job was lost, a relationship clicked, or a dream deferred, we have the ability to empower ourselves or turn ourselves into hapless victims. Kim Schneiderman knows the power of story as both a therapist and a writer. Her clients often tell their stories in ways that keep them stuck but when they employ the storytelling techniques here, they view their lives as works in progress, become powerful narrators, and understand big picture storylines in ways that

*Page 38/68*

*whats-your-story-using-stories-to-ignite-performance-and-be-more-successful*

allow them to easily develop their own character, shape their actions and relationships, and create fulfilling happy endings. ”

What ’ s Your Story is a compelling, inspiring guide for dads and their children. In turns provocative and playful, it lays out a path for fathers to share their stories. The results can be momentous. You see Mom for the first time—what happens next? Is resilience something learned or something developed? You ’ ve just had a perfect day—what happened? If I could hear your voice telling me something every single morning I wake up and every night I go to bed, what would you say? What ’ s Your Story fosters a powerful

conversation between father and child. It encourages a dialogue that helps kids learn more about their dad—questions about their upbringing, belief systems and what stories they want to share with their family ' s future generations. The authors offer a carefully crafted path designed to cultivate the sharing of a dad ' s life stories and world view.

The Essential Guide to Memorable Storytelling from The  
Moth

Stories and Decisions on the Road to Success

Bringing Your Story to Life

Discovering the Story in You

*Page 40/68*



## 40 Short and Real-life Stories Filled With Lessons Telling Your Story

"This guide reveals how writers can take advantage of the brain's hard-wired responses to story to captivate their readers' minds through each plot element"--Provided by publisher.

“ As usual these two future-finders have their fi ngers on the pulse of what ’ s happening--and what we need to know about. In every business, in every organization, the seven most important words these days are: ‘ But wait! A story goes with it! ’ You need to read this book to fi nd out why. ” —Alan Webber, Co-founder, Fast Company

*Page 41/68*

magazine “ A great story sparks our imagination, challenges us to think, and resonates with our collective conscience. Ryan Mathews and Watts Wacker ’ s story about telling stories does exactly this. It is an essential guidebook for capturing and conveying the essence of corporate identities and enriching brands. ” —Paul A. Laudicina, Managing Officer and Chairman of the Board, A.T. Kearney

Storytelling is the universal human activity. Every society, at every stage of history, has told stories – and listened to them intently, passionately. Stories are how people tell each other who they are, where they came from, how they ’ re unique, what they believe.

*Page 42/68*

Stories capture their memories of the past and their hopes for the future. Stories are one more thing, too: They are your most powerful, most underutilized tool for competitive advantage. Whether you know it or not, your business is already telling stories. What ' s Your Story? will help you take control of those stories and make them work for you. Legendary business thinkers Ryan Mathews and Watts Wacker reveal how to craft an unforgettable story...create the back story that makes it believable...make sure your story cuts through today ' s relentless bombardment of consumer messages...and gets heard, remembered, and acted on. THE TEN

*Page 43/68*

**FUNCTIONS OF STORYTELLING** Discovering what stories can do for your business **THE ABOLITION OF CONTEXT** Telling stories when the past no longer defines the future **THE FIVE MOST IMPORTANT STORY THEMES** Leveraging themes your audiences will understand and believe **APPLIED STORYTELLING 101** Storytelling for your industry, your company, your brand, and you **MASTERING YOUR STORYTELLER ' S TOOLBOX** Making your stories more compelling, more believable, and downright unforgettable **Use Storytelling to Gain Powerful Competitive Advantage in Today ' s Increasingly**

*Page 44/68*

*whats-your-story-using-stories-to-ignite-performance-and-be-more-successful*

Skeptical Marketplace Leverage the incredible power of storytelling in marketing, sales, investor relations, recruitment, change management, and more Indispensable techniques for every CxO, entrepreneur, and marketing, sales, and communications executive The latest breakthrough book from best-selling futurists Ryan Mathews and Watts Wacker

The award-winning author “ provides mentoring and practical and technical advice in this handy how-to book . . . as useful to teachers as to young writers ” (School Library Journal, starred review). Storytelling is a universal experience. From an early age, we begin to shape our own

*Page 45/68*

world by crafting tales. But learning to tell—and write—a good story isn't easy. It takes dedication and practice, just like for a musician or an athlete, and it can be just as rewarding to accomplish as winning a game or mastering an instrument. It's the kind of work that feeds our souls and makes us glad to be alive. In *What's Your Story?*, Newbery Medal-winning author Marion Dane Bauer discusses how to write fiction from beginning to end, including creating a story plan, choosing the best idea, bringing characters to life, deciding on a point of view, creating realistic dialogue, keeping readers hooked, and revising and polishing the finished product. “ Her last

*Page 46/68*

comment is telling: ‘ Knowing your craft can help you tell a story. But only by taking risks can you make art. ’ After many pages of provocative information and straightforward counsel, that sentence may be the one to launch youngsters to the challenge. The book speaks directly to young writers, but many adults (teachers, librarians, reviewers, editors, would-be writers) will also find this sensible dissection of the storytelling process invaluable. ” —Kirkus Reviews (starred review) “ A pragmatic, organized approach to story writing . . . the exercises and thought processes introduced as groundwork come across as stimulating rather than tedious and may

*Page 47/68*

serve to hone analytical skills as well as inspire even the most reluctant writers to try their hand. ” —Publishers Weekly

A perfect complement to the hit storytelling guide *Long Story Short*, this useful and inspiring workbook contains all-new exercises and prompts that walk you through creating a story from idea to performance. Includes lists and guided prompts for generating ideas, story templates for developing your stories, and bonus content geared toward performance. Perfect for aspiring storytellers, including *The Moth* performers, comics, memoirists, and public speakers, as well as readers hoping to use the power

*Page 48/68*



of storytelling for their brand or business.

Let the Story Do the Work

What's Your Story, Wilma Rudolph?

A Storytelling Workook

What Should I Do with My Life?

Stories of Your Life and Others

The Power of Your Story

***Do Books provide readers with the tools and inspiration to live a fulfilled and engaged life. Whether it's mastering a new skill, cultivating a positive mindset, or finding inspiration for a new project,***

***these books dispense expert wisdom on subjects related to personal growth, business, and slow living. Written by the movers, shakers, and change makers who have participated in the DO Lectures in the United Kingdom and the United States, Do Books are packed with easy-to-follow exercises, bite-size tips, and striking visuals. Practical, useful, and encouraging, each book delivers trustworthy, empowering guidance so readers can succeed in whatever they choose to "do." Do Story teaches the art***

*Page 50/68*

**of telling powerful stories. The book includes short stories on a variety of subjects; taken together they demonstrate a range of effective narrative techniques. Vivid, enlightening, and brimming with practical tips, Do Story unlocks the secrets to becoming a captivating storyteller.**

**So You've Got a Story to Sell "Corey Rosen's book is a great resource. I know I will return to it again and again for ideas, inspiration, and entertainment."  
—Samantha Harris, cohost of Dancing with**

*Page 51/68*

***the Stars and Entertainment Tonight and author of Your Healthiest Healthy #1 New Release in Speech and Public Speaking Learn the art of telling stories and make the sale, land the client, propose a toast, or impress a date. Corey Rosen is an Emmy-award winning writer and actor with years of experience as a skilled story telling coach. His book, Your Story, Well Told, is Jam-packed with some of the best story telling strategies out there. Telling stories well is a skill we all need. We've all got stories to tell□but***

*Page 52/68*

*how do you make your story the best? In his book, Moth veteran and master teacher Corey Rosen inspires you to get on stage and tell your story. Using the best storytelling techniques from improvisational theatre, Rosen designs an accessible guide for all ages and skill levels. Crafted to help ordinary people tell extraordinary stories, this laugh out loud handbook covers everything from how to tell a good story to going off script. Learn how to sell yourself through the art of telling stories. The best story telling*

*Page 53/68*

**uses improvisation to enthrall, entertain, and keep audiences on edge. Laugh along with tales of performance triumphs (and disasters) and explore ways to tell your story with confidence and spontaneity. From brainstorming and development to performance and memorization techniques, you'll learn how to tell a good story with:**

- A variety of structures and editing approaches to bring out your best story**
- Improv exercises to stimulate creativity without feeling foolish**
- Quick and easy lessons on building stories**
- 

*Page 54/68*

**Resources for putting on a showcase to tell your story** If you're ready to sell the story straight or enjoyed books like *Stories That Stick*, *Long Story Short*, or *Storyworthy*, then you'll love *Your Story, Well Told*.

**Everyone has a story to share. What's yours?** In 2009, Brandon Doman, who has always been curious about the people with whom we share our world, sat at a local coffeehouse and decided to ask passersby a simple question: "What's your story?" Providing only paper and pens, Doman

Page 55/68

***created an exploratory space that instantly intrigued people to share their stories anonymously. Now, more than 10,000 stories later, the Strangers Project has become a momentous movement, engaging strangers of all ages and backgrounds to reflect, rejoice, heal, and connect through words. Published here for the first time, What's Your Story? showcases a selection of two hundred stories from the Strangers Project. Equal parts heartbreaking and humorous, this moving compendium lays bare our universal truths,***

*Page 56/68*



*desires, and sufferings, and illustrates the emotional power of storytelling and our shared humanity. To complete this beautiful collage of stories, a blank page is included at the end for readers to add their own personal story. With more than fifty color photographs and illustrations All fiction is character-driven, according to William Bernhardt. How can you use characters to create dynamic fiction that will captivate readers? This book explains the relationship between character and plot, and how the perfect melding of the*

*two produces a mesmerizing story.*

*Storyworthy*

*True Experiences from Complete Strangers*

*Storytelling to Move Markets, Audiences,*

*People and Brands*

*Lead with a Story*

*The Essential Business Storytelling*

*Handbook*

*Your Story, Well Told*

*"A young girl hears stories from her aunties and then begins to imagine all the possibilities for her future"--*

*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 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!*

*Cub Reporter uses his interviewing skills to tell the  
story of the man who was a secret messenger  
during the Revolutionary War and helped pave the  
way to independence.*

*From the winner of the 2014 Regional Emmy Award for A Farm Winter with Jerry Apps Jerry Apps, renowned author and veteran storyteller, believes that storytelling is the key to maintaining our humanity, fostering connection, and preserving our common history. In Telling Your Story, he offers tips for people who are interested in telling their own stories. Readers will learn how to choose stories from their memories, how to journal, and find tips for writing and oral storytelling as well as Jerry's seasoned tips on speaking to a live radio or TV audience. Telling*

*Your Story reveals how Jerry weaves together his stories and teaches how to transform experiences into cherished tales. Along the way, readers will learn about the value of storytelling and how this skill ties generations together, preserves local history, and much more.*

*The Only Storytelling Guide You'll Ever Need*

*What's Your Story, Paul Revere?*

*Whoever Tells the Best Story Wins*

*Step Out of Your Story*

*Mastering the Art of Connection and Engagement*

*Through the Power of Strategic Storytelling*

*Page 63/68*

## *What's Your Story, Sequoyah?*

**Presents a series of profiles of individuals from around the world who have found meaningful answers to some of life's most difficult questions, explaining how they can serve as examples for others.**

**Storytelling has come of age in the business world. Today, many of the most successful companies use storytelling as a leadership tool. At Nike, all senior executives are designated "corporate storytellers." 3M banned bullet points years ago and replaced them with a process of writing "strategic narratives." Procter Gamble hired Hollywood directors to teach its executives storytelling techniques. Some forward-thinking business schools have**

*Page 64/68*



**even added storytelling courses to their management curriculum. The reason for this is simple: Stories have the ability to engage an audience the way logic and bullet points alone never could. Whether you are trying to communicate a vision, sell an idea, or inspire commitment, storytelling is a powerful business tool that can mean the difference between mediocre results and phenomenal success. Lead with a Story contains both ready-to-use stories and how-to guidance for readers looking to craft their own. Designed for a wide variety of business challenges, the book shows how narrative can help: \***

- Define culture and values**
- \* Engender creativity and innovation**
- \* Foster collaboration and build relationships \***

*Page 65/68*

**Provide coaching and feedback \* Lead change \* And more**  
**Whether in a speech or a memo, communicated to one person or a thousand, storytelling is an essential skill for success. Complete with examples from companies like Kellogg's, Merrill-Lynch, Procter Gamble, National Car Rental, Wal-Mart, Pizza Hut, and more, this practical resource gives readers the guidance they need to deliver stories to stunning effect.**

**What's Your Story? is a beautiful children's book set against the backdrop of the First Settlement of Australia. It describes the friendship of a little orphan boy from England, Leonard, and the friendship he strikes with a little Aboriginal girl called Milba. Leonard and Milba are**

*Page 66/68*

**mesmerised by the peculiarity of each others' worlds, and it is with this, the story develops.**

**Everyone has a story to tell. Sharing that story can change you, your community, or even the world. But how do you start? This inspirational guide invites readers to unlock their truth and share it, whether in a TED talk, a blog post, or a conversation with their loved ones. Storytelling coaches Heather Box and Julian Mocine-McQueen reveal how to embrace the power of personal storytelling in a series of easy steps. Their practical and motivating advice fills this charming ebook and serves as a powerful reminder that stories matter.**

**What's Your Story?**

*Page 67/68*

**Get to the Point!**

**Discover the Man Behind Your Dad**

**A Data Visualization Guide for Business Professionals**

**Using Stories to Ignite Performance and Be More  
Successful**

**A Guide to Crafting Business Narratives that Captivate,  
Convince, and Inspire**