

Storytelling

that...

INFLUENCES

@ Work



INFLUENCE WITH STORIES

Storytelling is a Powerful Way to Build Relationships1

PEOPLE NEED STORIES

Storytelling is a Simple, Natural, Highly Effective Way to Communicate1

STORIES TRANSFORM

Stories Convey Knowledge, Experience and Effectively Influences Behaviors @ Work2

BRAIN INFLUENCE - WORD POWER

Stories Have the Power to Shift Our Thinking2

STORIES ENHANCE LEARNING

Stories Attract & Maintain Attention that Helps Others Understand & Learn3

GREAT LEADER, GREAT STORYTELLER

Great Leaders Use Storytelling Approach to Share Knowledge to Influence Others4

17 STORYTELLING TIPS

Powerful Tips to Boost Your Storytelling Skills5

GREAT STORY, GREAT STORYTELLER

Steve Jobs Commencement Address at Stanford University7

STORIES IMPACT OTHERS

Stories Transform Thinking and Engages the Whole-Brain13