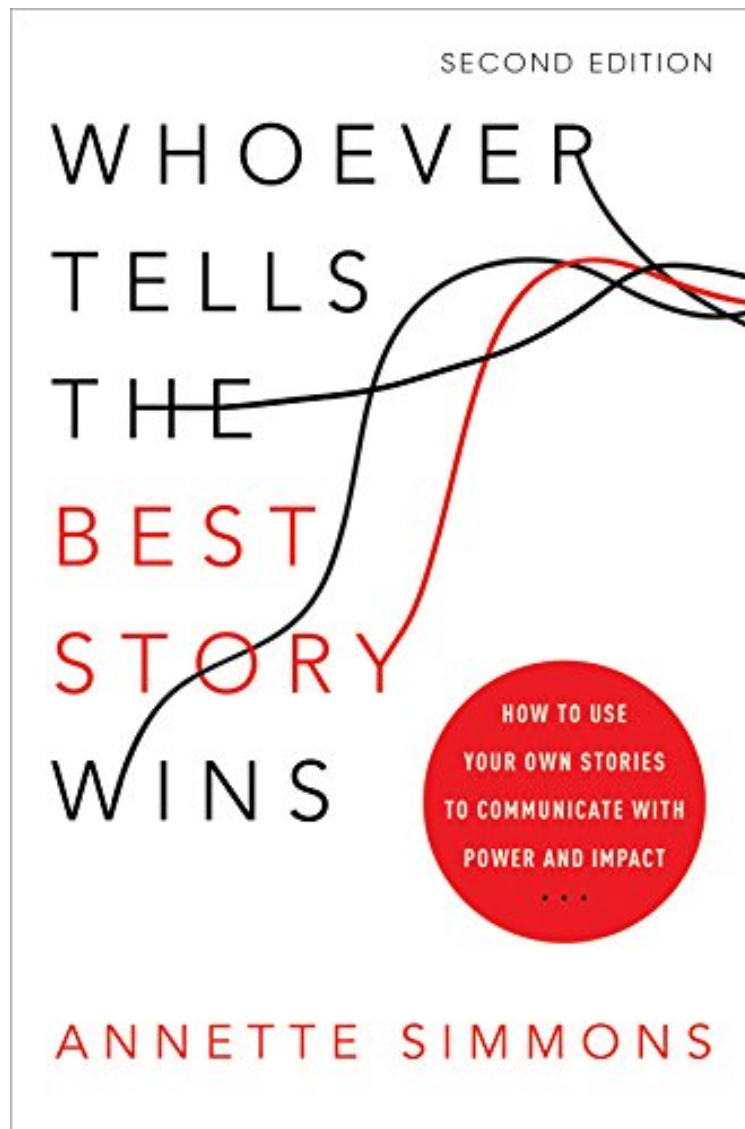


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Whoever Tells the Best Story Wins: How to Use Your Own Stories to Communicate with Power and Impact

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.

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.

From the mundane to the fabulous purchase, we all want to be entertained. Learn how to hone your story and establish that power. --Giftware News From the Inside Flap Business runs on numbers, facts, forecasts, and processes. If that sounds dull and unengaging, it's because those factors are not what really drive our passion and desire to excel, to lead, or to sink our hearts and souls into the work we do. Ultimately, the kind of transformative results that can come only from an enriched, passionate workforce depend on a distinctly human element. Enter storytelling. The power of even a simple story to affirm someone's connection to your organization's people, values, and vision can mean the difference between simple competence and fully realized ownership. Simply put, your stories help your people feel more engaged and alive. Whoever Tells the Best Story Wins not only explains why this skill is so critical, but also how to learn and develop what many people mistakenly believe to be an innate gift of a precious few. The book takes you step by step through the process of identifying and choosing stories from your own life, experience, and knowledge, and then linking them, fully and authentically, to the themes, messages, and goals of your workplace. You'll learn how to build consensus, win others over to your point of view, and foster better group decision-making using six kinds of stories: Who-I-Am Stories. People need to know who you are before they can trust you. 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. Why-I-Am-Here Stories. People are more wary than ever of hidden agendas and false promises, so make sure you explain your agenda in advance. Be authentic and satisfy their curiosity of what's in it for you, if they do as you ask. 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 is much more powerful 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 broader goal. Values-in-Action Stories. Values are subjective. To some, integrity means doing what their bosses tell them to do. To others, it means saying no, even if it costs them their jobs. If you want to encourage a value, tell a story that illustrates the real-world manifestation of that value. I-Know-What-You-Are-Thinking Stories. Sometimes people have already made up their minds about the ideas you're trying to get across. Sharing their possible suspicions in a story that first validates and then dispels their objections helps you build their trust; without sounding defensive. In a business climate that immerses people in endless information, stories help you tie it all together into something that matters on a more personal level. This revelatory book helps you connect with your audience; and convey the true purpose of your message. 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*. Connect with Annette Simmons at: [Twitter@TheStoryFactor](https://twitter.com/TheStoryFactor)

From the Back Cover Business is about more than cold information. It's about the experiences that shape how and why we do the work in the first place. *Whoever Tells the Best Story Wins* is an inspiring guide to using your own personal stories to get the people you work with to relate to you—and thereby share your passion and goals. Now in its Second Edition, *Story* has been fully updated to include:

- Borrowed Genius: how-to hints and storytelling innovations from a variety of fields and disciplines
- A look at how technology does and does not change the telling of stories
- Tips for managing and reducing ambiguity through storytelling
- A teaching guide for developing storytelling as a leadership competency in others
- And much more

Praise for the first edition of *Whoever Tells the Best Story Wins*

- "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
- "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*
- "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 of *All Marketers Are Liars*
- "Reading it conveys the invaluable message that powerful presentations create, whether to the board chair, PTA, or a class of high school juniors, when told through a good story." —The School Administrator
- "It is superb and will be one of my best of the year." —The CEO Refresher
- "Straightforward and easy to read...offers a profound insight into why presentations succeed or fail and a very concrete approach to generating more effective presentations. . . .strongly recommend this book." —Business Process Trends