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The Story Factor Inspiration, Influence, and Persuasion through the Art of Storytelling Article (PDF Available) - January 2006 with 3,811 Reads Cite this publication

The Story Factor Inspiration, Influence, and Persuasion

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Summary of The story factor " inspiration, influence and persuasion through the art of storytelling by Annette Simmons (summarised by Paul Arnold " Communications Consultant, Facilitator and Trainer) Truth, naked and cold, had been turned away from every door in the village. Her nakedness frightened the people.

Summary of The story factor " inspiration, influence and

In some ways this is the most profound book I have read in awhile. Her most recent book, Whoever Tells the Best Story Wins, is also very good. Among other things, it further develops some of the points in The Story Factor (for ex., the six types of stories). But the first book goes deeper in the area of being a positive influence.

The Story Factor: Inspiration, Influence, and Persuasion

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The Story Factor Inspiration Influence And Persuasion

The teaching story well written articles bibliographies events publications and demonstrates how. Neither of stories you tend to influence people suffer. Then draw and forth demonstrates how to examples. Why stories our story gives them a prolific entertaining. Some valuable tools for everything stories you dont be used to spread.

The Story Factor: Inspiration, Influence, and Persuasion

Storytelling, Narration, and the "Who I Am" Story 271. Consider a Jewish story Annette Simmons references in her book. The Story Factor: Inspiration, Influence, and Persuasion Through the Art of

Storytelling: Truth, naked and cold, had been turned away from every door in the village. Her nakedness frightened the people.

Storytelling, Narration, and the "Who I Am" Story

Annette Simmons is thoroughly convincing in her assertion that the best way to influence and inspire others is to tell stories. Unfortunately, she is a bit heavy-handed on the "why" of storytelling, which she explains in depth in every chapter, and a shade light regarding "how" to accomplish her lofty goals.

The Story Factor Summary | Annette Simmons | PDF Download

The Story Factor. "The Story Factor is full of entertaining and useful stories to enhance our ability to communicate effectively. It will be very useful to teachers and managers alike." Edgar E. Schein, Sloan Fellows Professor of Management, Emeritus, and Senior Lecturer, MIT Sloan School of Management
"From the beginning of history,...

The Story Factor - Annette Simmons

The Story Factor: Inspiration, Influence, and Persuasion through the Art of Storytelling. The new material for this revised edition offers an expanded case study of storytelling in action that focuses on one of Simmons's success stories. Over one hundred stories drawn from the front lines of business and government, as well as myths, fables,...

The Story Factor: Inspiration, Influence, and Persuasion

The Story Factor: Inspiration, Influence, and Persuasion Through the Art of Storytelling. Over one hundred stories drawn from the front lines of business and government, as well as myths, fables and parables from around the world, illustrate how story can be used to persuade, motivate and inspire in ways that cold facts,...

The Story Factor : Inspiration, Influence, and Persuasion

Chapter 1. The Six Stories You Need to Know How to Tell To be a person is to have a story to tell. Isak Dinesen Skip looked into the sea of suspicious stockholders and wondered what might convince them to follow his leadership. He was 35, looked 13 and was third generation rich. He could tell they assumed he would be an unholy disaster as a leader.

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