



The Story Factor: Inspiration, Influence, and Persuasion through the Art of Storytelling

By Annette Simmons

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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, and parables from around the world, illustrate how story can be used to persuade, motivate, and inspire in ways that cold facts, bullet points, and directives can't. These stories, combined with practical storytelling techniques show anyone how to become a more effective communicator. From "who I am" to "I-know-what-you're thinking," Simmons identifies the six stories you need to know how to tell and demonstrates how they can be applied. This revised edition offers a guide to using storytelling in specific business circumstances, including corporate reorganizations, layoffs, and diversity issues.

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Editorial Review

Amazon.com Review

Nearly everyone responds to a good yarn, and that's precisely the point behind *The Story Factor* by Annette Simmons. A "collaborative behavior" consultant to public and private organizations, Simmons argues that storytelling may just be the best management tool available to modern business leaders because it exerts influence in ways that other techniques cannot. And she doesn't suggest that stories be exclusively reserved for formal presentations, either; on the contrary, Simmons shows how they can be used effectively in small group settings and even one-on-one situations. She begins by describing six basic types that can be adapted to any circumstance (Who I Am, Why I Am Here, The Vision, Teaching, Values-In-Action, and I Know What You Are Thinking). She then offers pointers for finding them and advises that ideas be jotted down whenever they appear, built upon consistently, and practiced in private until the telling comes naturally. To that end, she includes helpful tips on presentation, noting that the words are only part of a package that includes body language, clothing, tone, and other components. Follow her lead and you'll likely never relate to any individual or group in the same way again. --Howard Rothman

From Library Journal

In this highly readable book, business communications consultant and author Simmons (*Territorial Games*) pitches storytelling as the modus operandi for business success. Identifying six stories one must learn how to tell "Who Am I," "Why I Am Here," "The Vision," "Teaching," "Values in Action," and "I Know What You Are Thinking" Simmons illustrates how they can be applied under any circumstance. A successor to Dale Carnegie's classic *How To Win Friends and Influence People*, this work follows the format of a traditional textbook, mirroring a PowerPoint presentation with minimal text and maximum graphics, bullet-pointing, etc. Potentially useful as a communications text, this is a viable selection for public libraries looking to strengthen their business communications collection. Robert Moore, Itworld.com, Southboro, MA

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About the Author

Annette Simmons is founder of Group Process Consulting, specializing in helping organizations build more collaborative behaviors for bottom-line results. A popular speaker, community activist, and author of *Territorial Games* and *A Safe Place for Dangerous Truths*, she lives in Greensboro, North Carolina.

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Cynthia Miller:

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Donald Diaz:

Exactly why? Because this The Story Factor: Inspiration, Influence, and Persuasion through the Art of Storytelling is an unordinary book that the inside of the guide waiting for you to snap it but latter it will surprise you with the secret it inside. Reading this book adjacent to it was fantastic author who also write the book in such amazing way makes the content inside easier to understand, entertaining method but still convey the meaning fully. So , it is good for you for not hesitating having this any longer or you going to regret it. This book will give you a lot of positive aspects than the other book possess such as help improving your skill and your critical thinking way. So , still want to hold off having that book? If I have been you I will go to the publication store hurriedly.

Phyllis Walters:

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