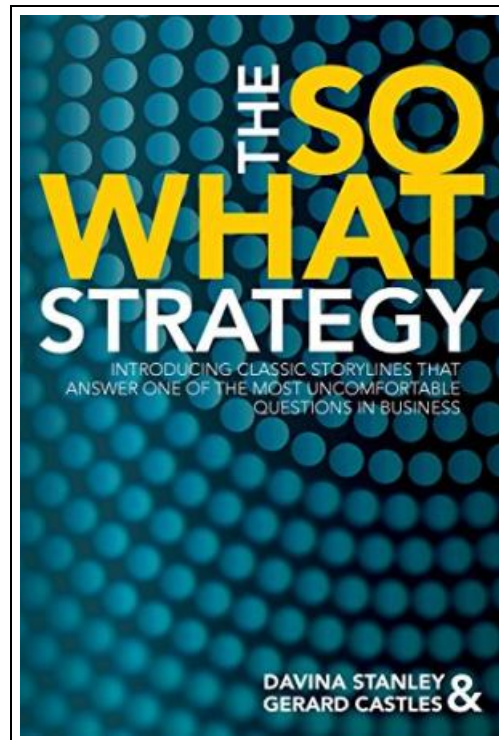


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Michael Hanrahan Publishing, Australia, 2017. Paperback. Condition: New. Language: English. Brand new Book. So what? Where's this going? Why do I need to know this? These are some of the most unnerving questions in business. But how do you make sure it doesn't happen to you? And how do you make sure business audiences actually hear what you have to say? Whether you are an experienced executive or a new business graduate, sooner or later you will need to present your point of view on an important business issue. But how can you take what is often a complex set of ideas and organise them into a clear and compelling argument that your audience - the CEO, the Board, peers - understands straight away? In this practical book, Davina Stanley and Gerard Castles - communication strategists with decades of experience in working with everyone from graduates through to the C-suite - reveal their proven approach. It's all about using storylines to get to the 'So What' fast, and being able to make a case to back it up. You can unlock the 'So What' strategy by taking these five steps, which are outlined in this book: \* Understand why mastering storylining is worth the investment. \* Learn how to use a storyline to identify and harness the 'So what'. \* Master the seven classic storyline patterns. \* Use storylines to shape the communication you share. \* Introduce storylining in your business. Packed with examples, stories, insights and practical steps, Davina and Gerard show you how to apply these powerful strategies to stop your audiences asking you, 'So what? How does that help us?'.



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