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Storyworks: A Handbook for Leaders, Writers and Speakers

By Jane Bailey Bain

John Hunt Publishing. Paperback. Book Condition: new. BRAND NEW, Storyworks: A Handbook for Leaders, Writers and Speakers, Jane Bailey Bain, Inspirational leaders know the power of story. Top coaches use words as a tool for personal transformation. Great speakers and writers realize the importance of narrative. Do you have a new idea? A good proposal? A great product? The best way to sell it is by telling a story. This book shows you how to do that effectively. /StoryWorks/ is a practical handbook on how to tell stories. It ranges from classic tools like the 'Rule of Threes' to the new mnemonic 'Five Finger Technique'. There are stories and creative exercises to expand your narrative repertoire. If you're a leader who wants to communicate well, a professional keen to improve your speaking skills, a manager with a team to motivate or a writer looking for more ideas - you'll find resources here to inspire, to inform and to entertain. Whether you have one minute to impress at an interview or the keynote speech at a conference, this book will help you tell better stories.



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