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Storytelling Pocketbook

By Roger E. Jones

Management Pocketbooks. Paperback. Book Condition: new. BRAND NEW, Storytelling Pocketbook, Roger E. Jones, Storytelling, when used as a strategic tool, helps managers and leaders to communicate their organisations' values, gets people to embrace change, and inspires higher levels of performance. PowerPoint presentations can make audiences doze off and facts and figures often bore people. Stories are memorable and by developing our storytelling skills we can tell stories in a purposeful way with a business aim. This is why storytelling is used in organisations around the world. In the Storytelling Pocketbook, Roger E. Jones advises on how to use storytelling in a pragmatic way to achieve results. He explores the situations where stories can do what facts and figures can't and explains how stories pull the listener towards the storyteller's conclusion. The book guides the reader in how to find stories, develop their own stories, how to tell stories and how to use stories in situations as diverse as training sessions; induction programmes; customer service; coaching, selling and more. The author helpfully recounts some of his own stories to illustrate the types of stories that can be used and the messages they help to deliver. There is also a resource section...



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