



Speak Like a Pro¹⁸³

The strange thing about storytelling is that it isn't innately¹⁸⁴ complicated. Some of the most honest¹⁸⁵, passionate¹⁸⁶ storytellers are children. This type of imaginative¹⁸⁷ communication is something that humans are hardwired¹⁸⁸ to do, but it's often deemed¹⁸⁹ unprofessional. As storytelling becomes more popular in the business world, it's a good idea to hone¹⁹⁰ your narration skills to get your career exactly where you want it to be. ■

broader points. Leave out¹⁸⁹ minute¹⁹⁰ aspects to make your audience thirst¹⁹¹ for more. Don't forget that there's a time and place for everything¹⁹². There are times when stories will be plainly¹⁹³ inappropriate¹⁹⁴. Does the office atmosphere encourage¹⁹⁵ creativity? Is your audience open-minded¹⁹⁶ and asking you probing¹⁹⁷ questions? Are they really trying to get to know who you are? If you can answer "yes" to these questions, stories will be welcomed¹⁹⁸ in all likelihood¹⁹⁹. If you have any doubts²⁰⁰, though, it may be safer to stick to²⁰¹ more direct²⁰², informational answers.

Best Business Storytelling Books

Title	Author	Summary
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Made to Stick

Chip Heath
and Dan Heath

A look into why some ideas stick¹⁹¹ and others don't

Resonate

Nancy Duarte

A guide to engaging audiences

Unleash the Power of Storytelling

Rob Biesenbach

A road map¹⁹³ to crafting¹⁹⁴ persuasive¹⁹⁵ stories

Let the Story Do the Work

Esther K. Choy

A glimpse at¹⁹⁶ creating¹⁹⁷ captivating¹⁹⁸ stories

Talk Like TED

Carmine Gallo

Advice from TED speakers on how to wow¹⁹⁹ an audience

to leave sth out to liv' sambrg art pominac
cos
minute mar'nut: drobny, malehki
thirst for sth bas:sta(r) sambrg pragnienie
czegoś
there's a time and place for everything beez
e tam and ples fa(r) ewrbrg wszysko ma
swój czas i miejsce
plainly p'iemli tu: zwyzczajnie, najzwyzczajniej
w swiecie
inappropriate 'znp'rapneat nieodpowiedni
to encourage sth tu in'kardz sambrg
zachecac do czegoś, motywowac
open-minded open 'maindid otwarty
(o osobie, nastawieniu umysłowym)
probing 'prebng sondujacy, badajacy
(sytuacje)
welcomed 'welkamd wityany z otwartymi
ramionami, mile widziany
in all likelihood in 'al 'latiklhood
najprawdopodobniej
doubt daat watpliwosc
to stick to sth ta stik ta sambrg trzymac sie
czegoś
direct 'direkt bezposredni
pro (professional) p'rae p'rafenal
professionalista, ekspert (pot.)
innately i'netli z natury,
honest 'honest uczciwy, rzetelny
passionate 'pasjanat pełen pasji
imaginative i'maedzjnaty pełen inwencji,
pomysłowy
hardwired 'hard'wared zakodowany
(na poziomie podświadomym lub podstawowym), zaprogramowany
to deem sth sth ta deem sambrg
uznawac cos za cos/jakies
to hone sth ta haen sambrg udoskonalic cos,
podszlifowac
to stick to sth utrzymac sie, zostac
zaakceptowanym/przyjety
to unleash sth tu an'li: sambrg rozpetic cos,
uwolnic
road map 'raad map plan dzialania,
harmonogram
to craft sth ta k'ra:ft sambrg napisac cos,
stworzyc
persuasive p'e'swe:siv przekonujacy,
wymowny
glimpse at sth glim'ps at sambrg rzut oka na
cos, szybkie spojrzenie na cos
captivating 'kaep'ti'veitng urzekajacy,
porwyjacy
to wow sb ta was 'sambadi zadziwiac kogos