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Whether you're proposing a risky new venture, trying to close a deal, or leading a charge against injustice, you have a story to tell. Tell your story well and you will create a shared experience with your listeners that can have profound and lasting results. "the oldest tool of influence is also the most powerful—through the words, gestures, tone, and rhythm of story you can captivate an audience of skeptical, resistant, nay-sayers..." In The Story Factor, Annette Simmons reminds us ...

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The Story Factor - Annette Simmons

Inspiration, Influence, and Persuasion Through the Art of Storytelling We all love stories. "The Story Factor" uses this knowledge and teaches you a way you can use stories to influence and persuade people.

The Story Factor PDF Summary - Annette Simmons |  
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Overview. Fully revised, updated, and expanded, this modern classic will teach you to use the art of storytelling to persuade, motivate, and inspire in life and business. Anyone seeking to influence others must first know their own story, and how to tell it properly. Whether you're proposing a risky new

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The Story Factor by Annette Simmons

The Story Factor: Inspiration, Influence, and Persuasion Through the Art of Storytelling Audible Audiobook – Unabridged Annette Simmons (Author, Narrator), Basic Books (Publisher) 4.1 out of 5 stars 169 ratings

Amazon.com: The Story Factor: Inspiration, Influence, and ...

By telling a story, you can influence the other party. After all, we have been telling stories for centuries, especially holidays, memorial events and historical dates. there is an art in storytelling and The Story Factor will help the reader achieve that goal. I found it

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In "The Story Factor", Annette Simmons reminds us that the oldest tool of influence is also the most powerful. 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.

The Story Factor (2nd Revised Edition): Inspiration ...

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In this time of competing and conflicting narratives, where the future of our world hangs in the balance, The Story Factor continues to chart a path for everyone who seeks to influence with integrity."—Mary Alice Arthur, Story Activist ([www.getsoaring.com](http://www.getsoaring.com)) and co-founder of Story the Future ([www.storythefuture.com](http://www.storythefuture.com))

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The Story Factor: Inspiration, Influence, and Persuasion ...

It highlights the importance of stories to influence others and shows the essential elements of an effective story. There is no doubt that the age-old art of story telling is making a major comeback. The reason is that stories - even short one-liners - can evoke emotional responses and engage people at a deeper level, when facts just leave them cold.



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