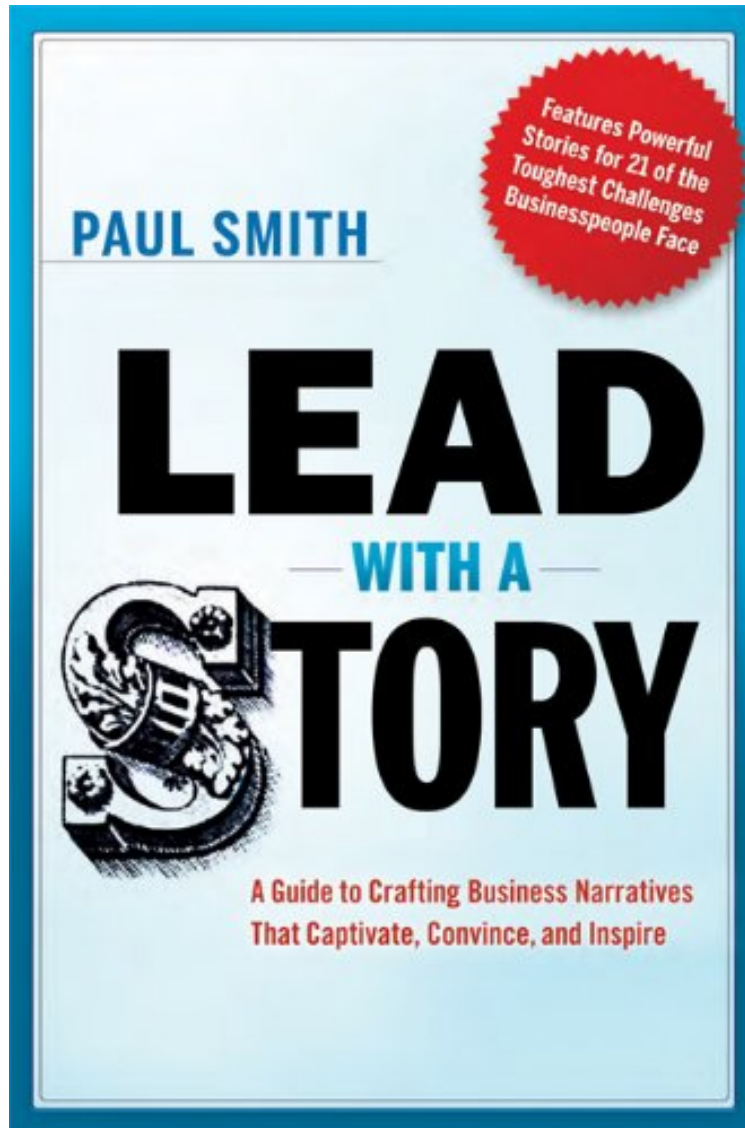


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Lead with a Story: A Guide to Crafting Business Narratives That Captivate, Convince, and Inspire

Paul Smith

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Paul Smith : Lead with a Story: A Guide to Crafting Business Narratives That Captivate, Convince, and Inspire before purchasing it in order to gage whether or not it would be worth my time, and all praised Lead with a Story: A Guide to Crafting Business Narratives That Captivate, Convince, and Inspire:

3 of 3 people found the following review helpful. Great book for Pastors CommunicatorsBy Joshua ReichThe six most powerful words in any language are, "Let me tell you a story." So begins, Paul Smith's book Lead with a Story: A

Guide to Crafting Business Narratives that Captivate, Convince and Inspire. One of the things that sets this book apart from other preaching books, besides the fact that it is written by a business writer, but that it is through the lens of leadership, of inspiring people. One of my goals when I preach is for people to leave inspired. The Holy Spirit does this work, but my style, next steps, how I say things can inspire people or push them away from seeing the possibilities in their lives. That's one reason I loved this book. It has so many great things in it for speakers. And if you are a pastor, you should be reading public speaking books by experts who are not pastors. Just to broaden your range and get some new tips. Here are a few things that jumped out: -Experience is the best teacher. A compelling story is a close second. -Every great leader is a great storyteller. -Facts are 20 times more likely to be remembered if they are part of a story. -An organization's culture is defined by the behavior of its members and reinforced by the stories they tell. -If you design your product or service for everyone, what you end up doing is designing for no one. -Describing your idea in specific, concrete terms is almost always more effective. -The best way to get the attention of a business audience is to quickly introduce a main character they can relate to, and put the character in a challenging situation or predicament. -Emotion is so important to a story, some storytelling experts consider it a defining element, without which you don't even have a story. -If you don't generate an emotional reaction in your audience, you haven't told a story. -If your audience doesn't naturally care about your idea, find out what it does care about and associate your message with that.

1 of 1 people found the following review helpful. this book has helped me better understand the perspective of today's potus

By Kim Burdick Well-written and engaging. As an historian, who also sometimes teaches Psych 101, I have a lifelong interest in the power of stories. Curiously enough, although written long before the worrying issues currently facing our nation, this book has helped me better understand the perspective of today's potus. I can easily imagine using the structure and ideas put forth here in a biography of the man. This is a very readable book full of great ideas for speakers, business people, and anyone who is trying to work with groups, make a sale, or get an idea across.

Kim Burdick Stanton, Delaware 42 of 44 people found the following review helpful. Couldn't put the book down

By Burt Zinser Must confess that I'm not a big reader but I picked this book up because of the catchy title and began reading it before bed one night last week. Found myself remarkably drawn in to the stories, illustrations and examples. Instead of getting tired and falling asleep I was intellectually stimulated and after FOUR HOURS forced myself to put the book down so that I could try to fall asleep. However, I found myself considering the employment of one of the ideas in the book in my own business and so falling asleep took a lot longer than normal. This well-written idea book is a must-have for anyone who runs a business and/or manages people/customers/accounts. Or maybe it would be better to say that if you talk with people, you'll want to know the contents of this book, it's that helpful!

Storytelling has come of age in the business world. Today, many of the most successful companies use storytelling as a leadership tool. At Nike, all senior executives are designated "corporate storytellers." 3M banned bullet points years ago and replaced them with a process of writing "strategic narratives." Procter Gamble hired Hollywood directors to teach its executives storytelling techniques. Some forward-thinking business schools have even added storytelling courses to their management curriculum. The reason for this is simple: Stories have the ability to engage an audience the way logic and bullet points alone never could. Whether you are trying to communicate a vision, sell an idea, or inspire commitment, storytelling is a powerful business tool that can mean the difference between mediocre results and phenomenal success. Lead with a Story contains both ready-to-use stories and how-to guidance for readers looking to craft their own. Designed for a wide variety of business challenges, the book shows how narrative can help: Define culture and values; Engender creativity and innovation; Foster collaboration and build relationships; Provide coaching and feedback; Lead change; And more. Whether in a speech or a memo, communicated to one person or a thousand, storytelling is an essential skill for success. Complete with examples from companies like Kellogg's, Merrill-Lynch, Procter Gamble, National Car Rental, Wal-Mart, Pizza Hut, and more, this practical resource gives readers the guidance they need to deliver stories to stunning effect. The story matrix included in the book that lists the stories so you can find the right story for the right situation is available online for free download at the author's website, Lead with a Story.

"Stories are flight simulators for our brains, and in this book Paul Smith brings you a story for every important challenge you and your team will face at work. If you master these stories, you'll master your challenges." -- Chip Heath, co-author Made to Stick and Switch "A compelling book that will help bring alive the power of storytelling to make a meaningful difference in your business or your life." -- Sara Mathew, Chairman and CEO, Dun Bradstreet "Lead with a Story is now my go-to source for stories that inspire change across a broad range of business challenges. This is a must-read book for any leader who wants to up their game by leading through inspiration." -- Andy Murray, Founder of Saatchi Saatchi-X and Mercury 11 "I got your book late yesterday and started reading it after supper. I finished it this morning at 8:15. I couldn't put it down all night! This book is everything I had hoped it would be...and more." -- Jim Bangel, former Corporate Storyteller, Procter Gamble "This book offers the most storytelling success stories I've seen between two covers. It is invaluable for any leader who wants to inspire, motivate, or persuade." -- Annette Simmons, bestselling author of The Story Factor, and Whoever Tells the Best Story

Wins From the Inside Flap Stories move us. They engage us. They inspire us. Stories give us examples of how to act . . . and how not to act. The best ones stay with us forever. So why are you still trying to get your ideas across using PowerPoint slides? Storytelling may be an age-old tradition, but in today's corporate world, it's also been embraced as a uniquely powerful business practice. Top organizations utilize it as a means to communicate vision. Forward-thinking business schools now include storytelling courses in their management curriculum. As a leader or a manager, if you're not using storytelling as a method to rally your troops and convince others of your ideas, you're missing out on one of the most powerful tools you have at your disposal. Packed with over 100 ready-to-use narratives organized by different business challenges, *Lead with a Story* helps you get started . . . even if you think you don't know the first thing about telling a story. The book shows you how to connect with bosses, employees, customers, and others on a deep and immediate level using the power of story. It includes examples from more than 50 organizations in 30 industries and from 15 countries around the world, including companies like Kellogg's, Merrill Lynch, Procter Gamble, Verizon, Dun Bradstreet, Saatchi Saatchi, and more. In *Lead with a Story*, corporate storytelling expert Paul Smith helps you choose a story tailor-made for your own particular need, adapt the ready-made stories, and even craft your own. You'll learn how to use emotionally driven narrative to:

- Establish a vision for the future
- Set goals and build commitment
- Lead change
- Make recommendations that stick
- Define customer service success and failure
- Mold your organization's culture and values
- Encourage collaboration and build relationships
- Move people to value diversity and inclusion
- Set policy without rules
- Energize, inspire, and motivate your team
- Help others find passion for their work
- Teach important lessons
- Provide coaching and feedback
- Demonstrate problem solving
- Empower others
- Delegate authority and give permission
- Encourage innovation and creativity
- Earn respect from day one

And much more. Stories do much more than entertain—they actually engage your audience's brains, creating an experience in which they learn a lesson, share a belief, and envision results as if they were there. This enormously practical and inspiring book lets you in on one of the most important leadership techniques that exists, and shows you how to use it naturally and effortlessly in every area of your work. PAUL SMITH is director of Consumer Communications Research at The Procter Gamble Company and a highly rated keynote speaker and trainer on leadership and communication. He lectures regularly for the MBA programs at Xavier University and the University of Cincinnati. Paul's life can be found online at www.leadwithastory.com.

From the Back Cover In the world of business, storytelling has emerged as a vital skill for every leader and manager, with major companies encouraging its use as a means to sell ideas, communicate a vision for the future, and inspire commitment. Whether it's in a speech or a memo, communicated to one person or a thousand, using stories to convey your ideas allows you to engage others emotionally and to effortlessly make them remember and "experience" your ideas on a tremendously powerful, personal level. In *Lead with a Story*, you'll find over 100 ready-made stories, organized by 21 tough leadership challenges, that will help you:

- Define culture and values
- Engender creativity and innovation
- Foster collaboration and build relationships
- Provide coaching and feedback
- Lead change
- And much more

Packed with exercises to help you leverage the stories and practical advice on crafting your own, the book introduces you to the six key elements you'll need to turn a good story into a great one: metaphors, emotion, realism, surprise, style, and, most important, putting your audience into your story to have the most impact.

ADVANCE PRAISE FOR LEAD WITH A STORY:

- "Stories are flight simulators for our brains, and in this book Paul Smith brings you a story for every important challenge you and your team will face at work. If you master these stories, you'll master your challenges." — Chip Heath, coauthor of *Made to Stick: Why Some Ideas Survive and Others Die*
- "A compelling book that will help bring alive the power of storytelling to make a meaningful difference in your business or your life." — Sara Mathew, Chairman and CEO, Dun Bradstreet
- "As a marketing consultant, I'm constantly looking for great stories that bring clarity to new ideas. *Lead with a Story* is now my go-to source for stories that inspire change across a broad range of business challenges. This is a must-read book for any leader who wants to up their game by leading through inspiration." — Andy Murray, Founder, Saatchi Saatchi-X and Mercury 11
- "This book offers the most storytelling success stories I've seen between two covers. It is invaluable for any leader who wants to inspire, motivate, or persuade." — Annette Simmons, bestselling author of *The Story Factor* and *Whoever Tells the Best Story Wins*
- "Over a hundred stories—ancient and modern, funny and poignant—and all of them thought-provoking. A great resource for any businessperson looking for new and innovative ways to tackle leadership challenges." — Margaret Parkin, UK-based training coach, speaker, and bestselling author of *Tales for Trainers*