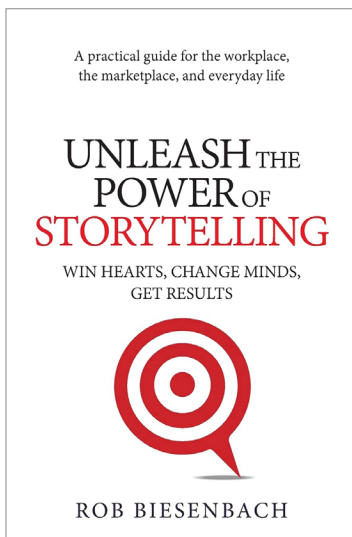


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Unleash the Power of Storytelling

THE NUTSHELL

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Introduction: Why Storytelling is Essential to Success

In an age of information overload, stories rise above the noise and intensify the impact of your ideas. A great story can help you captivate, inspire and motivate an audience, convince them to come around to your way of thinking, and persuade them to help you achieve your goals.

Chapter 1: What Makes Stories So Powerful?

If you want to break down walls with people, truly connect with them, and make an impact, few things beat a well-crafted, well-told story. Stories tap into emotion, they put a face on an issue, connect us, humanize us, raise the stakes, and stories “show, don’t tell.”

Chapter 2: What is a Story?

With the right tools, anyone can tell a story. In its simplest form, a story is a character in pursuit of a goal in the face of some challenge or obstacle. How the character tries to resolve that challenge drives the narrative.

Chapter 3: How to Create a Story

Determine who you are trying to reach (your audience) and find out as much as you can about them. Figure out what you want them to do—buy your product, work more efficiently, follow you into proverbial battle—that’s the goal. Think through the challenges that may get in the way of the goal—lack of budget, outdated technology, distrust. Find a character who has overcome that challenge—by appealing to value over price, working around technology,

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Chapter 4: Emotion Fuels Stories

Winning hearts is the key to changing minds. If you want your audience to do something, make them feel something. Your job as a storyteller is to provoke an emotional reaction—to break down people’s defenses and leave them more open to influence.

Chapter 5: Stories at Work

It’s one thing to understand the essential elements of storytelling; it’s another to put them into action, depending upon your goals.

Chapter 6: How to Focus Your Story

Just as important as what goes in to a story is what you leave out. Be ruthless in refining your stories. I would rather err toward skimming on the details than risk boring my audience.

Chapter 7: How to Preserve the Integrity of Your Stories

Storytelling is about making hard choices and trusting that your audience will “get it.” Storytelling, like art, is about having the courage to make bold choices, and the conviction to stand by those choices. That’s not easy. Especially in a world that discourages risk-taking and rewards fitting in.

Chapter 8: How and Where to Find Great Stories

Don’t settle for telling other people’s stories—great stories are all around us. The worst time to look for a story is when you really need one. To be an effective communicator, you have to be a lifelong collector of stories, so when you really need one, it’s right there for you, ready to be shared.

Chapter 9: Story’s Cousins: Comparison, Analogy, and Metaphor

Sometimes mistaken for stories, these figures of speech fire our imagination in much the same way. Use them to boost audience understanding and retention. The point of storytelling is to bring more meaning to our words and greater impact to our ideas. But a full-fledged story isn’t the only way to accomplish that.

Chapter 10: The Dark Side of Storytelling

Every time we tell a story, it gets reshaped and scrambled. So fact-check your stories. And watch out that the details—especially your role in the events—don’t morph.

Chapter 11: How to Tell Your Company’s Origin Story

Every organization needs a story explaining how and why it was founded and communicating its purpose and values. The origin story requires all the basic elements: character, goal, challenge, resolution, conflict, stakes, and emotional investment.

Chapter 12: How to Use Stories in a Presentation

Stories should be the centerpiece of any presentation. You should begin with a story, end with story, and include stories throughout (but beware of story overload).

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Chapter 13: How to Tell Your Own Story

What if you could capture the events of your career and your life in a form that is unique and compelling, full of conflict and drama and human interest and all the other things that make stories so effective?

Chapter 14: How to Tell Your Personal Brand Story

Your personal brand can be a practical tool that helps set you apart in the workplace and the marketplace. It can help you land the right job, earn a raise or promotion, and get you the recognition you deserve.

Chapter 15: How to Use Story for a Toast, Tribute, or Eulogy

There comes a time in everyone's life where we are asked to "say a few words" on a special occasion, give a toast to the happy couple, or deliver the eulogy for a loved one. That's where story comes in.

Conclusion: Stand Up, Stand Out

Storytelling isn't reserved for artists and poets and folksy cowboys huddled around the campfire. Don't hold back. Be open and generous and allow your individuality to shine through. That is the key to creating authentic connections, strengthening your relationships, and getting more of what you want out of your work and your life.