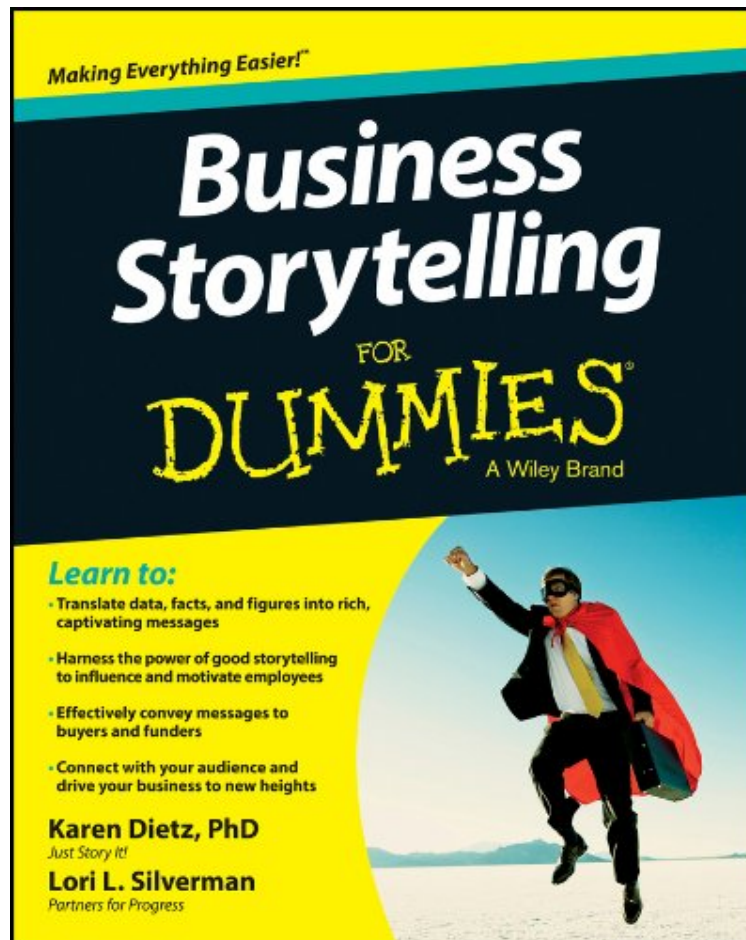


Business Storytelling For Dummies

Karen Dietz, Lori L. Silverman

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Karen Dietz, Lori L. Silverman : Business Storytelling For Dummies before purchasing it in order to gauge whether or not it would be worth my time, and all praised Business Storytelling For Dummies:

4 of 5 people found the following review helpful. Here is your roadmap to the big, sprawling territory that is business storytelling. By D. B. Hutchens. Organizational storytelling is a field that has a lot of self-appointed experts, so one of the first things that makes this book exciting is that the authors both have such distinguished histories in the field. (Google their names. You'll find they both have a deep portfolio of work to discover.) As someone who has read a lot of material on the topic of org narrative, I can tell you that Dietz and Silverman have provided the best overview I have seen. There are a lot of confusing ideas out there clouding the fast-growing body of knowledge (even around the most basic questions, such as "what is a story?"), and the authors are able to cut through all of that with tremendous clarity and credibility. Regarding the "what is a story?" issue, the authors do something kind of brilliant there. Early in the book, they provide a definition that does NOT go down the well-traveled path of listing standard story elements (like plot, conflict, protagonist, etc.) Instead, they define story in terms of the outcome it has on the audience. A counter-intuitive idea, but the more I reflect on it the more compelling I find it. There are so many

great ideas here. The chapter on data storytelling is smart; and it would not have occurred to me to have a full chapter on how to make a story shorter — or longer — but there it is in Chapter 9, and it was full of wisdom. Chapter 12 is a great summary on how to help storytelling become integrated in your organization's culture. There are probably Harvard Business Review articles somewhere that deal with topics like these in depth, but I haven't seen a single volume that lays them all out to provide this kind of big-picture awareness. The book is FULL of examples. Lots of written stories, with "before" and "after" presentations showing how the author's principles were applied. It is very helpful and engaging. I've never read a "For Dummies" book before, but with this one I appreciate the format. There are a lot of checklists, and margin icons indicating where the text features "real like examples" or "pitfalls to avoid" and so on. Those devices really did help to keep the presentation crisp and searchable. Which I suppose is one reason the Dummies brand has been such a phenomenon. If you are new to the world of business storytelling, you can be confident that this book will orient you in a way that is well-validated, tested, and based on the authors' considerable research and experience. Highly recommended.

2 of 3 people found the following review helpful. Must read
By KupeI have not finished it yet. But this book has sparked many ideas in how I work with clients, how I sell, and how I influence.
1 of 2 people found the following review helpful. Five Stars
By ginnyExcellent resource. Great digital links. Essential for anyone running a business.

Use storytelling to influence people and move them to action
Need to get your point across? Get staff on board with change? Foster collaboration? Increase sales? Strengthen employee engagement? Build customer loyalty? Drive innovation and creativity? Capture best practices? Align people around a goal? Grow your business? Business Storytelling For Dummies can help you do this — and more. Pre-order your copy today through Amazon!

Discover: Expert advice with real-world examples
Proven case studies, tips, and templates
How to get results by capturing, crafting, telling stories, and more

From the Back Cover
Learn to: Translate data, facts, and figures into rich, captivating messages
Harness the power of good storytelling to influence and motivate employees
Effectively convey messages to buyers and funders
Connect with your audience and drive your business to new heights
Use storytelling to influence people and move them to action
Need to get your point across? Get staff on board with change? Foster collaboration? Increase sales? Strengthen employee engagement? Build customer loyalty? Drive innovation and creativity? Capture best practices? Align people around a goal? Grow your business? Business Storytelling For Dummies empowers you to do this -- and more. Learn how to harness the power of a good story to influence prospects, customers, colleagues, team members, sponsors, and funders. Use stories to tap into their imaginations and translate sterile facts and stagnant case studies into exciting concepts they can identify with.
Get started with business storytelling -- discover why organizations across a variety of industries have embraced storytelling, why it works, and what it can do for you
Create compelling stories -- use tried-and-true methods for crafting compelling stories that engage listeners and quickly shift people into action
Share your story -- get the practical ins-and-outs of story sharing, best practices for telling stories, different media to use, and how to keep stories fresh and alive
Bring story into your work -- dig into the nuts and bolts of the most popular and requested applications of stories in business, complete with how-to steps, templates, and examples
Open the book and find:
The why, what, how, and who of business storytelling
What makes a good story
How to craft the core of a story
When to embellish a story to give it impact
Tips for being a good listener
Ways to sell with stories
How to create storied marketing materials
Storytelling tips for speakers
Ten ways to measure the results of a story initiative
About the Author
Karen Dietz, PhD, is a 25-year veteran in business storytelling consulting, training, and leadership, and organizational development.
Lori L. Silverman offers business storytelling training, keynotes, and consulting. For 26 years, she's advised enterprises on strategic planning and organizational change.