

## Whoever tells the best story wins: how to use your own stories to communicate with power and impact

Simmons, Annette, author

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### Abstrak

Story telling is a powerful communications tool that is becoming more and more recognized in the business community. These stories are not the usual speech openers or ice breakers, but stories that will influence others to trust the storyteller and shape decisions and actions that are important to both individuals and organizations. As the author explains, we've been conditioned to believe that business communication should be clear, rational, objective, with no place for emotion or subjective thinking. Not true. The most powerful, persuasive communication has a human element: "Communication can't feel genuine without the distinctive personality of a human being to provide context. You need to show up when you communicate - the real you, not the idealized you. The missing ingredient in most failed communication is humanity. This is an easy fix. In order to blend humanity into every communication you send, all you have to do is tell more stories and bingo - you just showed up.