



The Story Factor: Inspiration, Influence, and Persuasion through the Art of Storytelling

Annette Simmons

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What's your story? Who are you? Where do you come from? What do you want? When you seek to influence others, you face these questions and more. 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 it well and you will create a shared experience with your listeners that can have profound results. In this highly accessible and groundbreaking book, Annette Simmons reminds us that the oldest tool of influence is also the most powerful. Showcasing over a hundred examples of effective storytelling drawn from the front lines of business and government, as well as myths, fables, and parables from around the world, Simmons illustrates how story can be used to persuade, motivate, and inspire in ways that cold facts, bullet points, and directives can't. A great read, *The Story Factor* will guide and inspire you to become a more effective communicator.

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