

FIVE STARS

The Communication Secrets to Get From Good to Great

CARMINE GALLO

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MAIN IDEA

Ideas are the currency of the realm in the twenty-first century knowledge economy but ideas don't sell themselves. Not even cutting edge artificial intelligence can achieve that. To persuade people, you need to learn and apply the ancient art of persuasion – which is the ability to combine words and ideas in order to change hearts and minds.



Become skilled at persuasion and make human emotional connections and you can lift the influence of your ideas to "five-stars" status. That is, you can and will stand out and earn the highest possible ratings for your ideas. Even more importantly, you can and will motivate people to act on your ideas.

"Entrepreneurs and small business owners, CEOs, and managers are only as valuable as their ideas. As automation replaces much of the work we used to do by hand, your ideas matter more than ever. If you cannot persuade others to back those ideas and if you cannot excite others, motivate, and inspire them, then you'll never fulfill your destiny. Bridge the skills gap and you'll shine in the marketplace of ideas. The good news is that standing out through persuasion requires developing empathy with your listeners, a skill that "artificial" intelligence cannot replace. Machines don't have a heart; storytellers do."

– Carmine Gallo

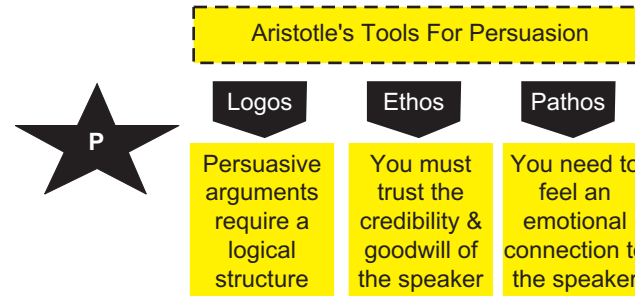
"In the twenty-first-century knowledge economy, no machine, no software, no robot can replicate your ideas. But if you cannot sell your ideas persuasively, it doesn't matter. Mastering the ancient art of persuasion—combining words and ideas to move people to action—is no longer a "soft" skill. It is the fundamental skill to get from good to great in the age of ideas."

– Carmine Gallo



1. Why great communicators are irreplaceable Pages 2 - 3

Ideas have built the modern world and therefore in the current era, your ability to communicate your ideas persuasively is the single most valuable skill you possess. The funny thing is even for all our advancements, the observations that the Greek philosopher Aristotle made more than 2,300 years ago still ring true. Aristotle suggested humans are language animals and that persuasion is both an art and science. He was right.



2. Who are today's five star persuaders? Pages 4 - 5

Lots of people are excelling as five-star communicators. If you analyze standout performers closely, you may start to recognize there are also people within your team or organization who achieve five-star performance. These people will be easy to recognize because they will be persuading people to support their ideas, launching creative innovations and attracting resources. Great communication skills can elevate your status and reputation.

3. How to go from good communications to great communications Pages 6 - 8

Developing original ideas and then having the ability to communicate those ideas effectively are the most valuable skills you can have in today's economy. The best way to do that is still to use the classic three-act storytelling structure Aristotle suggested:

