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# **LEAD WITH A STORY**

## **A Guide to Crafting Business Narratives That Captivate, Convince, and Inspire**

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**PAUL SMITH** is a keynote speaker and corporate trainer. He previously served as Director of Consumer & Communications Research at Procter & Gamble and as a business consultant with Anderson Consulting. He has served in leadership positions in multi-billion-dollar business units, manufacturing plants and sales teams working with global retailers like Wal-Mart, Sam's Club and Costco. He is a graduate of the Wharton School of Business at the University of Pennsylvania.

The Web site for this book is at [www.leadwithastory.com](http://www.leadwithastory.com).

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**MAIN IDEA**

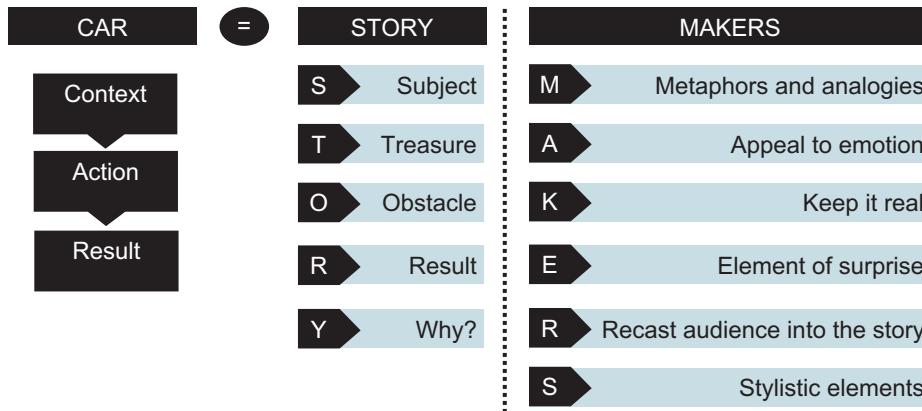
The art of story telling in business has been underutilized for far too long. Stories in a business setting are compelling because:

- *They are simple to tell* – anyone can do it.
- *Storytelling is timeless* – they have always worked for leaders trying to make a point and they always will.
- *Stories appeal to everyone* – irrespective of their age, race, gender or demographic classification.
- *Stories are contagious* – a good story will spread through an organization like wildfire.
- *Stories are easier to remember than facts and figures* – memorable stories will linger for long periods and get repeated.
- *Stories move and inspire much more powerfully than a PowerPoint presentation ever will.*
- *Stories work equally well with kinesthetic learners (who learn by doing), visual learners and auditory learners.*
- *Stories work exceptionally well in informal learning situations* – which is where the bulk of workplace learning occurs.
- *Stories naturally put people into learning mode* – they stop worrying about facts and get caught up in the emotions.
- *Stories shows respect for your audience* – because you can get a message across without arrogance.

The next time you need to make a point, figure out a way to lead with a story that illustrates and encapsulates what you're trying to say. Listeners will love you for it.

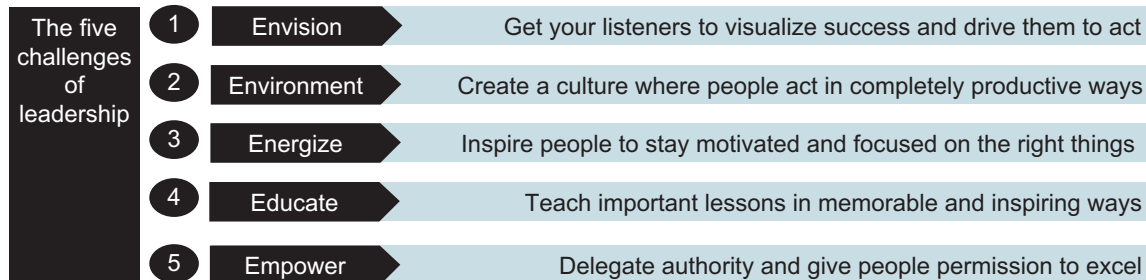
**1. How to structure memorable business stories . . . . . Pages 2 - 4**

Well-told business stories are not like Hollywood movies or novels. They have a simple structure with three components – Context–Action–Result. The best way to learn and remember the key components of a memorable business story is to use the memory aid CAR = STORY MARKERS.



**2. Applying business stories to the five leadership challenges . . . . . Pages 5 - 8**

Business storytelling has great power and adaptability. It can be applied successfully and with great power to the five challenges of the leadership of every successful organization. Storytelling in a business setting has come of age.



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