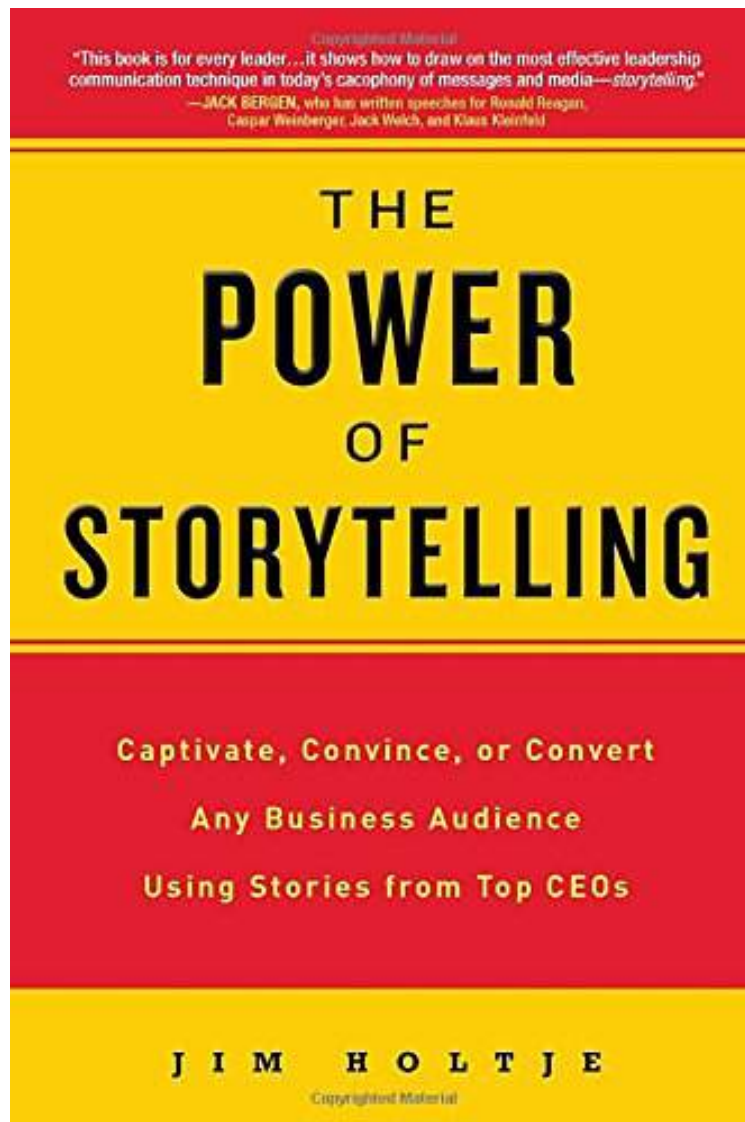


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The Power of Storytelling: Captivate, Convince, or Convert Any Business Audience Using Stories from Top CEOs

By Jim Holtje

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Using Stories from Top CEOs:

2 of 2 review helpful Command attention create an attentive environment or just enjoy By Customer Opening a meeting or presentation with a story to grab your audience s attention becomes easy with The Power of Storytelling I ordered a copy of this book on after being curious of what Top CEOs have to say I received the book today and have already looked at a number of fascinating stories from leaders such a A guide to crafting unforgettable attention grabbing business communications from speeches and letters to business plans using stories from the world s top business leaders The world s foremost business leaders are also great storytellers For example industry titan Jack Welch has told how his mother instilled enough tough love and confidence in him to overcome the fact that he was the shortest kid in his class and had a severe stutter Jeff Bezos the fou This book is a must for anyone who writes or delivers speeches nbsp Jim s techniques bring results that are instant and dramatic nbsp Virgil Scudder Virgil Scudder nbsp CEO speech coach Virgil Scudder Associates Inc

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