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Mary Alice Arthur, Story Activist

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(www.getsoaring.com) and co-founder of
Story the Future
(www.storythefuture.com)

**The Story Factor: Inspiration,
Influence, and Persuasion ...**

Story favors a circular model of power
where influence is passed back and forth
and where beginning are endings and

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endings are beginnings." 9- "A wonderful way to find influential stories is to review the personal experiences that brought you to the place where you now want to influence others."

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Influencing is a real-time activity." 8-

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"Traditional models of influence are linear and focus on power that is first gained, then exercised, and in the end either reinforced or lost. Story favors a circular model of power where influence is passed back and forth and where beginnings are endings and endings are beginnings."

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**Amazon.com: The Story Factor:
Inspiration, Influence, and ...**

Overview. Fully revised, updated, and expanded, this modern classic will teach you to use the art of storytelling to persuade, motivate, and inspire in life and business. Anyone seeking to influence others must first know their own story, and how to tell it properly.

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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.

The Story Factor: Inspiration, Influence, and Persuasion ...

In this time of competing and conflicting narratives, where the future of our world

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hangs in the balance, The Story Factor continues to chart a path for everyone who seeks to influence with integrity."—Mary Alice Arthur, Story Activist (www.getsoaring.com) and co-founder of Story the Future (www.storythefuture.com)

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...
The Story Factor illustrates how story can be used to persuade, motivate and inspire in ways that cold facts, bullet points and directives can't. These stories, combined with practical storytelling...

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Influence, and...** Annette Simmons

The power of story to shift behaviour -
Jesus, Mohammed and all the other
religious founders understood the power
of story to influence and change
people's behaviour. They did not rely on
a litany of facts to convince but used
story instead. Likewise the Greeks used

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can use stories to influence and
persuade people.

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“the oldest tool of influence is also the
most powerful—through the words,
gestures, tone, and rhythm of story you
can captivate an audience of skeptical,

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resistant, nay-sayers..." In The Story Factor, Annette Simmons reminds us that the oldest tool of influence is also the most powerful—through the words, gestures, tone, and rhythm of story you can captivate an audience of skeptical, resistant, nay-sayers and simultaneously construct a believable picture for your ideas and goals.

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modern classic teaches you to use the
art of storytelling to persuade,
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**The Story Factor: Inspiration,
Influence, and Persuasion ...**

A great read, The Story Factor will guide and inspire you to become a more effective communicator. About the Author Annette Simmons is founder of Group Process Consulting, specializing in helping organizations build more

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collaborative behaviors for bottom-line results.

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The Story Factor illustrates how story can be used to persuade, motivate and inspire in ways that cold facts, bullet points and directives can't. These

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The Story Factor - ResearchGate

By telling a story, you can influence the other party. After all, we have been telling stories for centuries, especially holidays, memorial events and historical dates. there is an art in storytelling and

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The Story Factor will help the reader achieve that goal. I found it illuminating and educational.

Amazon.com: Customer reviews: The Story Factor ...

The Story Factor - by Annette Simmons
Complete Forward (by Doug Lipman)
"Inspiration, Influence, and persuasion

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through the art of storytelling" A book by a storyteller/organizational consultant shows how storytelling complements the needs of people in organizations - and leads to lasting, mutual communities of influence.

The Story Factor - by Annette Simmons

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It highlights the importance of stories to influence others and shows the essential elements of an effective story. There is no doubt that the age-old art of story telling is making a major comeback. The reason is that stories - even short one-liners - can evoke emotional responses and engage people at a deeper level, when facts just leave them cold.

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The Story Factor: Inspiration, Influence, and Persuasion ...

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