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Storytelling in Business: How to Motivate, Inform and Inspire

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The most effective business leaders, teachers, politicians, and religious leaders have always used storytelling to present new ideas, deliver technical information, communicate company policies, motivate employees and so much more...

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You'll learn how to capture your audience's attention through storytelling. Discover the benefit of using stories to motivate and inspire your listeners. And, because this course is interactive, you'll demonstrate your own storytelling skills to enhance your next presentation.

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A compelling story about your organization, mission, or products will gain willing cooperation, influence change, and make a memorable impact. Learning the art of selecting and delivering the right story will not only have a motivational impact on your audience, but will help you impact the culture of your organization.

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Illustrating concepts through storytelling is a powerful way to engage and inspire others. Stories connect people emotionally and intellectually, and studies have shown that people remember stories long after they've forgotten factual details. Leaders who can convey their vision via a compelling story inspire their teams to accomplish their goals.