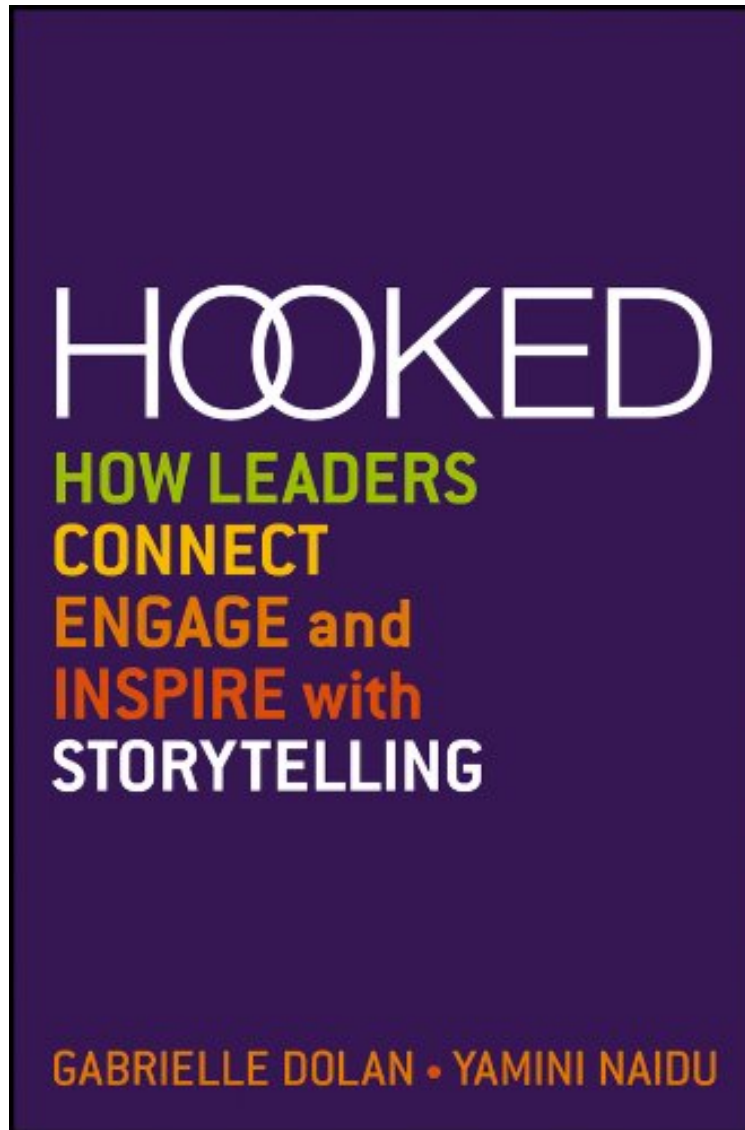


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Hooked: How Leaders Connect, Engage and Inspire with Storytelling

Gabrielle Dolan, Yamini Naidu

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Gabrielle Dolan, Yamini Naidu : Hooked: How Leaders Connect, Engage and Inspire with Storytelling before purchasing it in order to gauge whether or not it would be worth my time, and all praised Hooked: How Leaders Connect, Engage and Inspire with Storytelling:

1 of 1 people found the following review helpful. A Good Book Into An Area I Would Not Have Imagined. By ACE The book is pretty good. There were some definitive "take-a-ways." For example, the perspectives on Ethos, Pathos, and Logos was interesting in the sense that most business decisions are based on Logos yet it's the art of story-

telling which adds Pathos; and those are both encased in Ethos. Also, if you are trying to convey multiple messages, you should have multiple stories. 0 of 0 people found the following review helpful. Highly recommend. It's a YES for me...By MaverickExcellent book with examples, exercises, and list on how to tell and write stories to get prospects, customers and followers HOOKED on you and your story. 0 of 0 people found the following review helpful. Excellent book to take your career top the next levelBy Brant B.Excellent book that is very eye opening. I have started applying some of the techniques provided and have had great results. Well written, plenty of examples and each step in detail.

How to use storytelling to move people to action In today's hyper-competitive business environment, leaders who can engage and inspire their teams and organisations have a distinct advantage. Using the art of effective storytelling, leaders can defeat information overload to inspire the emotion and effort needed to adopt new strategies, attract new clients, or win new business. Dry facts and data fade from memory over time, but an engaging story is difficult to forget. In *Hooked*, communication and business storytelling experts Gabrielle Dolan and Yamini Naidu use real-world examples and proven, effective techniques to teach the skill of great business storytelling. They explain what good storytelling is, why business leaders need to learn it, how to create effective stories, and how to practice for perfection. Offers proven advice on telling engaging, inspiring stories Includes real-world examples and case studies of what to do and not to do Features tips, lists, checklists, business models, worksheets, links to online quizzes, and other valuable resources For CEOs and other business leaders who need to communicate more effectively and persuasively, *Hooked* offers effective techniques and valuable guidance.

From the Back CoverAre you ready to master the number one leadership skill for the next decade? This book is an invitation for you to dramatically increase your leadership presence and your ability to influence. You will learn how to use storytelling to connect, engage and inspire, for unprecedented personal and business success. Communication experts Gabrielle Dolan and Yamini Naidu share the storytelling triumphs and mistakes of global business leaders. They show you how to craft compelling stories to help you succeed in business—by getting people hooked on you and your messages. *Hooked* will help you to: increase your leadership presence significantly strengthen your personal brand inspire individuals and teams into action connect with customers to dramatically boost sales win your next promotion! If you are ready for the challenge of being a leader who is able to truly move others then *Hooked* is the book for you. About the Author Gabrielle Dolan and Yamini Naidu are the founders of One Thousand One, an organisation specialising in business storytelling. They have taught thousands of high-profile CEOs, leaders and professionals their winning business storytelling techniques to achieve outstanding results.