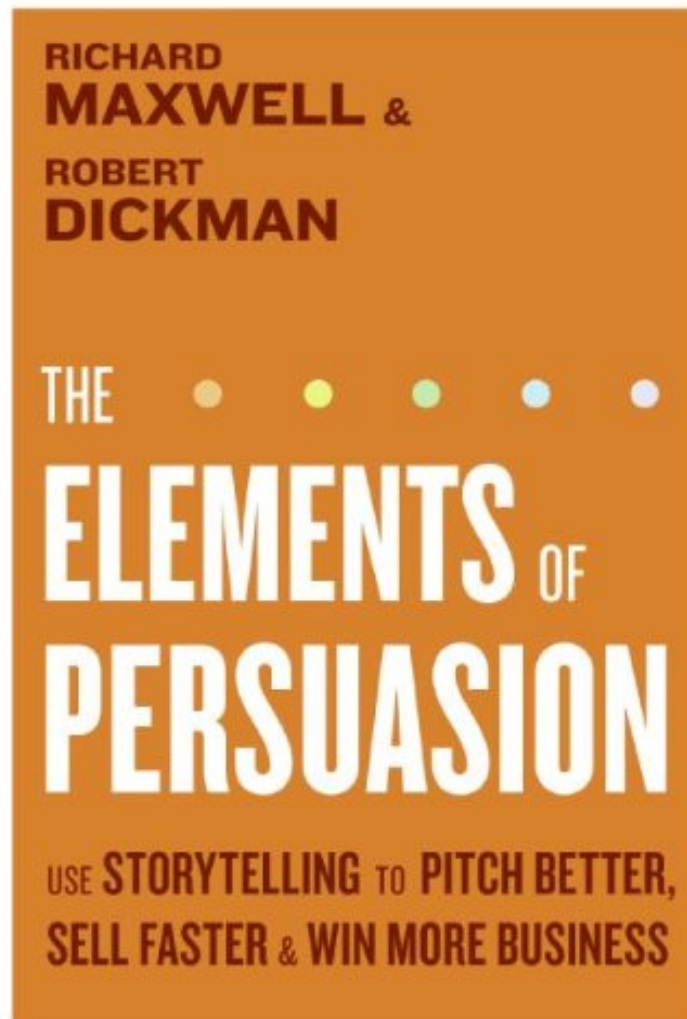


[Download] The Elements of Persuasion: The Five Key Elements of Stories that Se

The Elements of Persuasion: The Five Key Elements of Stories that Se

Richard Maxwell, Robert Dickman
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Richard Maxwell, Robert Dickman : The Elements of Persuasion: The Five Key Elements of Stories that Se before purchasing it in order to gage whether or not it would be worth my time, and all praised The Elements of Persuasion: The Five Key Elements of Stories that Se:

17 of 17 people found the following review helpful. So-soBy RLike many business books, "The Elements of Persuasion" contains pages and pages pages of case studies, many of which appeared to me to be rather weakly linked to the concept of storytelling. By the end, I was skipping over entire sections because the case studies just did not feel relevant. I was left wishing for more original content.The authors also try to relate many concepts in the book to the

elements of fire, earth, water, air, and space. These analogies seemed awkward and unnecessary at times. Finally...I understand the "passion, hero, antagonist, awareness, transformation" concepts, but I would have liked more concrete, hands-on information on how these concepts can be integrated into corporate sales scenarios (not an unfair comment, as this is really how they are pitching the book). 3 of 3 people found the following review helpful. Cheesy but useful

By SENAs read by a cynic:The good: this book offers a useful, simple methodology to sell using the power of stories; if you know what you sell well, and if you have any sort of passion for what you do, you'll probably already have some of the elements, but it's always good to read someone else's view and have a more complete methodology. It's also a light read. The not so good: an endless, almost unbearable litany of sappy US centric examples; I don't mean just the people (Warren Buffet! The Marines! Senator so and so!), but also the world view, as revealed by the worshipping of shysters, CEO's and other assorted car sales people: be a winner! Because we all want to be winners! Sell that cereal! Anyone with a more wordly or even just european view will either cringe or laugh... Outside the US few people dream of selling more cereal, and some find the void of such a life unbearable. Still, not all is lost, because you might have figured out a way to actually like what you do or are looking for something worthy of doing, and in that case you still need a way of selling it, even if selling is not in your blood or the mere fact of thinking about it repulses you: By telling your story in a way your client cares about, the selling becomes more natural. And just as importantly, developing that story might make everyone in your organisation more involved, happier with their work and more productive. It would be great if someone came out with this same methodology from the perspective of all those who have a sense of professionalism but are looking to apply it to something more interesting than selling that darned cereal / CDO / deodorant.

1 of 1 people found the following review helpful. It's All in The Story

By Leanne Hoagland SmithStorytelling is a powerful way to engage people within the sales process. The authors in this book immediately begin in the first chapter help you understand how to construct a powerful story. There are five elements involved in this creation.

1. Passion - the energy of delivery and emotions expressed
2. Hero - provide a point of view and engages the audience
3. Antagonist - obstacles that need to be overcome
4. Awareness - opportunity to learn from story
5. Transformation - the happy ending

Within the passion element, the authors contend that a good story has an element of surprise. This surprise factor helps to spread the story through word of mouth. Modern day examples of heroes cited included: Warren Buffet, Frank Perdue and Colonel Sanders. Then the authors walk the reader through the other four elements. This book is a great template to help sales professionals craft a compelling story and learn how to leverage storytelling as part of their sales skills allowing them to truly be The Red Jacket in a sea of gray suits

"Every great leader is a great storyteller," says Harvard University psychologist Howard Gardner. According to master storytellers Richard Maxwell and Robert Dickman, storytelling is a lot like running. Everyone knows how to do it, but few of us ever break the four-minute mile. What separates the great runners from the rest? The greats know not only how to hit every stride, but how every muscle fits together in that stride so that no effort is wasted and their goals are achieved. World-class runners know how to run from the inside out. World-class leaders know how to tell a story from the inside out. In *The Elements of Persuasion*, Maxwell and Dickman teach you how to tell stories too. They show you how storytelling relates to every industry and how anyone can benefit from its power. Maxwell and Dickman use their experiences—both in the entertainment industry and as corporate consultants—to deliver a formula for winning stories. All successful stories have five basic components: the passion with which the story is told, a hero who leads us through the story and allows us to see it through his or her eyes, an antagonist or obstacle that the hero must overcome, a moment of awareness that allows the hero to prevail, and the transformation in the hero and in the world that naturally results. Let's face it: leading is a lot more fun than following. Even if you never want to be a CEO or to change the world, you do want to have control over your own work and your own ideas. Ultimately, that is what the power of storytelling can give you.

“The ability to persuade by spinning an intriguing narrative is an essential career skill.”