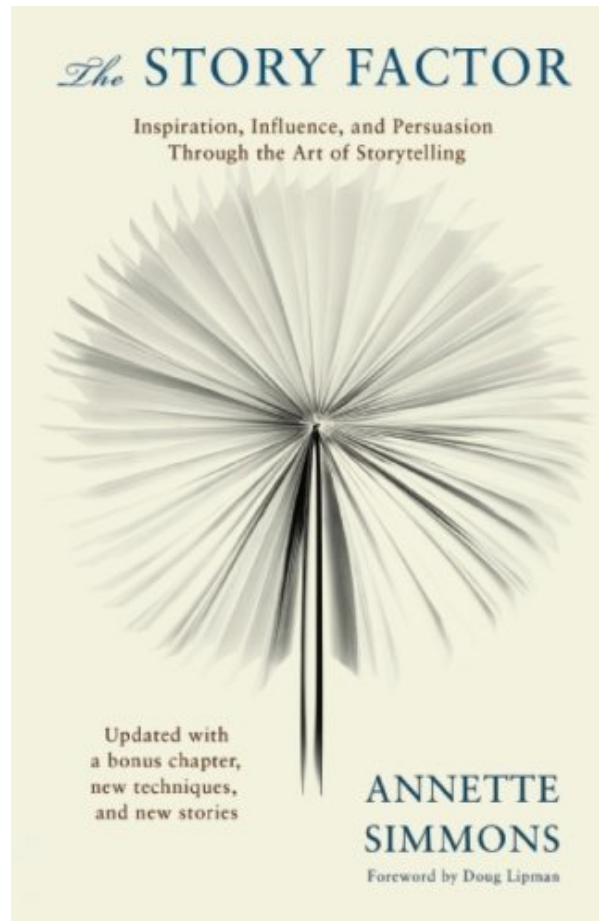


# THE STORY FACTOR (2ND REVISED EDITION) BY ANNETTE SIMMONS



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# *The* STORY FACTOR

Inspiration, Influence, and Persuasion  
Through the Art of Storytelling



Updated with  
a bonus chapter,  
new techniques,  
and new stories

ANNETTE  
SIMMONS

Foreword by Doug Lipman

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## **About the Author**

Annette Simmons is founder of Group Process Consulting, specializing in helping organizations build more collaborative behaviors for bottom-line results. A popular speaker, community activist, and author of *Territorial Games* and *A Safe Place for Dangerous Truths*, she lives in Greensboro, North Carolina.

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# **THE STORY FACTOR (2ND REVISED EDITION) BY ANNETTE SIMMONS PDF**

The new material for this revised edition offers an expanded case study of storytelling in action that focuses on one of Simmons's success stories. Over one hundred stories drawn from the front lines of business and government, as well as myths, fables, and parables from around the world, illustrate 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 techniques show anyone how to become a more effective communicator. From "who I am" to "I-know-what-you're thinking," Simmons identifies the six stories you need to know how to tell and demonstrates how they can be applied. This revised edition offers a guide to using storytelling in specific business circumstances, including corporate reorganizations, layoffs, and diversity issues.

- Sales Rank: #52497 in Books
- Brand: Simmons, Annette
- Published on: 2006-04-04
- Released on: 2006-04-04
- Original language: English
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- Dimensions: 8.30" h x .73" w x 5.40" l, .77 pounds
- Binding: Paperback
- 320 pages

## Features

- 5x6 in size, 297 pages

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## Most helpful customer reviews

39 of 40 people found the following review helpful.

### Influence through Storytelling

By O. Halabieh

As the title indicates, this is a book about the power of storytelling as an influencing tool. As Annette best tells it: "People don't want more information. They are up to their eyeball in information. They want faith...Faith needs a story to sustain it - a meaningful story that inspires belief in you and renews hope that your ideas indeed offer what you promise...Story is your path to creating faith. Telling a meaningful story means inspiring your listeners...to reach the same conclusions you have reached and decide for themselves to believe what you say and do what you want them to do. People value their own conclusions more highly than yours. They will only have faith in a story that has become real for them personally. Once people make your

story, their story, you have tapped into the powerful force of faith. Future influence will require very little follow-up energy from you and may even expand as people recall and retell your story to others."

The author then goes to summarize what the remainder of the book is about: "The rest of this book is dedicated to proving to you the things you already know about storytelling and filling in whatever gaps might be missing. Storytelling is not rocket science. It is very easy and incredibly rewarding to practice."

A very enlightening, practical and applicable book - no matter what it is that you do in life. You will find inspiration and learn numerous techniques to improve your storytelling abilities and consequently your influence. Highly recommended read!

Below are key excerpts from the book, that I found particularly insightful:

1- "There are six types of stories that will serve you well in your efforts to influence others. 1) "Who I Am" Stories, 2) "Why I Am Here" Stories, 3) "The Vision" Story, 4) "Teaching" Stories, 5) "Values-in-Action" Stories, 6) "I Know What You Are Thinking" Stories. "

2- "Other methods of influence - persuasion, bribery, or charismatic appeals - are push strategies. Story is a pull strategy. If your story is good enough, people - of their own free will - come to the conclusion they can trust and the message you bring."

3- "People need story to organize their thoughts and make sense of things. In fact, anyone you attempt to influence already has a story...If you tell them a story that makes better sense to them you can reframe the way they organize their thoughts, the meanings they draw, and thus the actions they take."

4- "Policy can't adapt, but a story can give guidance, make sense, and without ruling on either side of an unresolvable conflict, invite someone to think through her own creative solution to a tough problem."

5- "A good story helps you influence the interpretation people give to facts. Facts aren't influential until they mean something to someone. A story delivers a context so that your facts slide into new slots in your listener's brains."

6- "However, if you tell sustaining, guiding stories like this one, people will feel empowered to stop asking you for answers and to think for themselves. An answer only gives them a fish, whereas a story teaches them how to fish for themselves."

7- "Influence is a function of grabbing attention, connecting to what they already feel is important, and linking that feeling to whatever you want them to see, do, or feel. It is easier to let your story land first, and then draw the circle of meaning/connection around it using what you see and hear in the responses of your listeners. Influencing is a real-time activity."

8- "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 beginning are endings and 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."

10- "True influence changes behavior without relying on constant reminders. Any agreement that depends on

policing future behavior is not addressing some force or dynamic still working against your desired goal."

11- "No builder would start building without first understanding the foundations of the terrain. Neither would a successful influencer build a new story without first understanding the old stories. Influence will require either a new foundation that can coexist with the old stories or excavation and removal of the old outdated stories."

12- "Storytelling tracks vital deviations that inspire growth - meaningful personal experiences, creative solutions to conflict, and paradoxical truths."

13- "After all, organizational values form behavior. Stories about your values in action create and sustain the organizational culture (for better or for worse). When you live the vision and values you profess, you need only tell people what happened last week or last month. If you aren't living your vision and values daily, well, you can't dress a pig in a ball gown and expect people to call her princess. Story telling operates as a litmus test of accountability that simultaneously inspires and reminds us to stay true to our values."

14- "Storytelling is the most valuable skill you can develop to help influence others. It is your birthright to be a good storyteller. In a sense, your life is a story and you are already telling that one perfectly. "

29 of 29 people found the following review helpful.

Top 10!

By Terry MacDonald

I will put this on my list of top ten books on personal development. A how-to book on influencing others that begins with self-reflection and the integrity required to project authenticity and believability. This book is very well done, and I see how it earned its spot in the "100 Best Business Books of All Time."

Much like Michael Jeffreys (who wrote *Success Secrets of the Motivational Superstars: America's Greatest Speakers Reveal Their Secrets*) Annette Simmons is not a fan of technique. That is to say, she believes that only basic goodness, honesty, and strong character can produce influence. This book is not exactly a how-to book in the sense that it directs the reader on specific tips for becoming a better storyteller, but rather, encourages a new way of thinking - which is thinking non-linearly, from multiple perspectives, and away from facts.

As author Annette Simmons notes, "People don't want more information. They are up to their eyeballs in information. They want faith--faith in you, your goals, your success, in the story you tell."

Stories get past the rational, critical mind and mines deep down into our emotions at an unconscious level. A good story induces a state of trance whereby the critical conscious mind becomes engaged in the narrative, allowing the moral/meaning of the story to sink into the unconscious unchallenged. It then influences their perception, thoughts, feelings and behavior.

I've had friends tell me they think storytelling is a strength of mine. After reading *The Story Factor*, I hope they are right. I know what I have to do to improve, anyway... and that is always a good thing.

29 of 30 people found the following review helpful.

Be More Effective at Persuasion

By Pamela Ziemann

If you've ever wondered why you have a hard time getting others to see your point of view, you may be using too many facts and not enough relevant stories. Annette Simmons explains why giving more facts will not only turn people off, but can hurt your chances for ever being able to influence them.

I had a major insight on page 50 when I read, "A subtle yet powerful shift occurs when you seek to influence people to make wise decisions rather than `right' decisions. When you decide to awaken sleeping wisdom rather than convince others you are right, you will produce a much more powerful experience for both of you."

Most of us have a cause we're concerned about and would like to see a better world for people, animals or the environment. Annette shares stories throughout the book that will get you thinking about personal stories you can share that will make a difference. When people are faced with too many facts and information (which most of us are) they'll become confused and cling to status quo. A story helps them draw out their inner wisdom and connect with Truth.

Whether it's to one person or many, if you're trying to influence the unwilling, unconcerned or unmotivated, the information in this book will help you achieve it with less effort and better results.

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