

# Powered By Storytelling

Nossel



A master of transformational storytelling shows you how to use stories for any business purpose--including to create buy-in, resolve conflict, and inspire and motivate others. What's your story? It's a question human beings have been asking each other since we first gathered around a campfire to while away the night. Millennia later, the human need for stories hasn't changed. We communicate best and most effectively with stories, whatever our purpose may be. Using his proprietary method, communication consultant Murray Nossel, PhD, teaches business professionals how to uncover, build, and tell impactful stories designed to accomplish specific outcomes. You'll learn how to dig into your memories, hearts, and minds use sensory details to create maximum impact drive stories forward with character, dialogue, and plot and convey stories in ways that help your audience easily connect them with the issue being discussed. A fundamental element of this method is a focus on listening: the ability to hear yourself, as well as the feedback provided by a given audience--because it is your audience's listening that shapes your telling.

- [Power Systems and Renewable Energy : Design, Operation, and Systems Analysis](#)
- [Power in Flight](#)
- [The Power of N](#)
- [Practical Drug Therapy](#)
- [Poverty Alleviation, Institutional Development and Needs Assessment](#)